

# Starchroom

**LAUNDRY  
JOURNAL**

First in the Laundry Industry since 1893

**AUGUST, 1954**



**4 for 90¢**  
Brought In and  
Called For

**4 for \$1.**  
Picked-Up  
and Delivered

WTMJ-TV

"Shirts couldn't ask for gentler treatment," says Milwaukee's popular TV star Jane Uhlein on Playhouse 15, screened every Friday evening at 9:00 by Adelman Laundry. Stories in this issue include:

**Adelman's customers keep coming back . Page 8**

**Triple Inspection brings drycleaning . . . . Page 66**

**A revitalized engineering plant . . . . . Page 70**



The modern formula for building business  
is to improve your shirt work. Leading laundries  
everywhere are doing it by using *Satinette Starch*  
exclusively. Better appearance, smoother finish,  
greater comfort brings customers back again and again.

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO

ANOTHER NEW SOUTHERN MILLS DEVELOPMENT

# PYRON

## PRESS COVERS

"These covers lasted over  
**TWICE AS LONG**  
as any covers we have ever used"  
says this satisfied plant owner



### NEW. LONG-LASTING FABRIC

Pyron will not fade off or transfer onto garments. Pyron is entirely free from odor. It can never leave a trace of odor on any garment. Available in ready-made covers for any press.

### PYRON-C

All-filament nylon fabric designed for collar, cuff, sleeve, yoke and bosom presses. Smooth finish resists adherence to starched materials.

### UNITED CRESCENT DRY CLEANING CORP.

CENTRAL WHOLESALE INDUSTRIAL CLEANING PLANT  
Specialists in Overall Cleaning and Machinery Wipers  
500-508 MORGAN AVENUE  
BROOKLYN 22, N. Y.

May 12, 1954

Mr. Wiley F. McInty  
Southern Mills, Inc.  
Atlanta, Georgia

Dear Mr. McInty:

We have just completed our tests of your new "Pyron-H" all spun nylon cover and find that these covers lasted over twice as long as any covers we have ever used before.

As you know we operate three shifts a day totaling 120 hours a week. We have always had to change our covers every two weeks. Now, using your "Pyron-H" covers we are able to run four and five weeks before changing the cover. This not only allows us a saving per cover each week but affords an extra savings in labor.

Congratulations on your new "Pyron-H".

Yours very truly,

UNITED CRESCENT DRY CLEANING CORP.

FM:GR

Vice President,

### PYRON-H

All-spun nylon fabric designed for overall, linen, bosom and wearing apparel presses. Pliable finish provides traction to prevent garment from slipping off the press.

\*Trademark Applied For.

## Southern Mills, Inc.

The Cottonblossom Line of Laundry Textiles

Manufactured in Our Own Plants and Sold Everywhere by Supply & Equipment Jobbers



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Phone Lamar 1981

CHICAGO  
10-103 Merchandise Mart  
Phone Delaware 7-5193

DALLAS  
Rm. 515 2nd Unit, Santa Fe Bldg.  
Phone Prospect 3981

DETROIT  
1627 W. Fort Street, Suite 515  
Phone Woodward 1-8879

LOS ANGELES  
3763 S. Broadway  
Phone Adams 2-6171

NEW YORK  
233 Broadway  
Phone Beekman 3-9280

August 15, 1954

# Starchroom

## LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

### READER'S GUIDE

VOL. LXI, No. 8, AUGUST 15, 1954

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#### Individualistic Behavior

By and large, it's a good thing that laundryowners are so individualistic in their behavior because, to use a well-known phrase, rugged individualists have made the country what it is today. But we'll be darned if we can always fathom the depth of some of the thinking that motivates some of them.

A case in point is the little mailing piece one of our staff received at home the other day from a laundry here in New York. Here's how it describes an iron-dry service:

"It's a real economical service. All linens washed and ironed, including handkerchiefs and socks (no extra charge) wearing apparel returned air fanned dry and neatly folded. An eye-fel for a trifle."

It's not the grammar we object to. (Heaven knows we have trouble with our grammar!) It's not the lack of punctuation or even the pun at the end that bothers us.

What really bowled us over was the revelation that right here in the world's largest city where things are supposed to be as up-to-date as Kansas City, a laundry is still living in the Dark Ages so far as price information goes. True, they do say there is a \$1 minimum charge for their custom service and that pillows are cleaned for \$1. But their wet-wash, hand-pressed-service and French-drycleaning copy contains no mention of price.

"We are following Macy's slogan. Our laundry prices are at least 6 percent lower than most laundries. In some cases we are 15 percent lower. We run monthly drycleaning specials that cut your cleaning costs 10 to 20 percent. Try us and save money. Our quality can't be beat."

So reads the copy.

In this day of intense competition with the housewife, is this fellow afraid to let his customers and prospects know what he's going to charge them? The biggest laundry in Milwaukee, in a similar mailing piece, lists the price of every service offered. It's not afraid to produce a high-quality bundle and ask a fair price for it. And its volume of business is growing every month.

The copy about Macy's, when considered along with the almost complete absence of any specific prices, merely suggests the thought that this fellow is prepared to raise or lower his prices to suit the traffic. It reminds us of the automobile dealer who wants to make a "deal" all right but won't be pinned down as to what his list price is.

Caveat emptor.—Jim Barnes





# REMEMBER YOUR OLD COAL FURNACE?

Remember heaving coal into that hungry red mouth — every once in a while catching the shovel on the edge of the door, and spilling coal all over the place?

Remember going downstairs, dead tired, to bank the fire for the night? Or when the bin was half empty, wading in coal up to your knees, pushing it up to the front. Ashes to take out, barrel after never-ending barrel. And dusty, dirty, gloomy cellars, where today there are playrooms.

Nowadays, all we do is set the thermostat, and the rest is automatic.

Yessir . . . how easily we forget the trials and troubles of the past. It's just human nature to take our blessings for granted.

Yet today, many laundrymen are still mixing tallow soap and alkali by hand, just as their fathers did, seeking a happy medium between many conflicting problems. These include a hundred different soils, alkali burn and underwashed loads, cool water and hot water, customer complaints — damaged fabrics, grey work.

Maybe they've never heard of New PRIME SOHP with SHOCK-TROOP ACTION. Maybe they haven't had a chance to try it yet. One thing is sure. The hundreds of laundrymen who have switched to New PRIME SOHP are wondering how they ever got along without it.

For New PRIME SOHP with SHOCK-TROOP ACTION is as far ahead of the old soap and alkali mixtures as the oil burner and thermostat are ahead of the coal furnace and shovel. From modern chemistry — after 12 years of endless study and research in the laboratory — has come this great advance in washing technique . . . New PRIME SOHP with SHOCK-TROOP ACTION.

Here, at last, is the one complete product which

washes brilliantly clean in hot or cool water — regardless of the degree of soil!

A complete product which "job-rates" itself to every type of load!

A complete product which fires barrage after barrage of reserve alkali washing power (OH) into the load when needed, *but only when needed!*

A complete product which actually washes clothes 15% brighter to the naked eye!

A complete product with a chemical brain, changing with incredible speed to the needs of any load . . . SHOCK-TROOP ACTION . . . blasting free the soil, yet protecting the fabric!

New PRIME SOHP with SHOCK-TROOP ACTION is no mere mixture of soap and alkali. It is 12 chemically balanced built soaps in one, welded together in a perfect union by homogenization in a giant spray tower four stories high!

Here is the modern washing product, which at one stroke has rendered all others obsolete. Here is New PRIME SOHP with SHOCK-TROOP ACTION!

And when you've tried it out in your washroom . . . when you've seen washroom headaches, customer complaints and quits die away, and profits on the long happy climb, you wonder, too, how you ever got along without it.

Try it out and see for yourself. Call your jobber for a supply today. If you don't agree that New PRIME SOHP lives up to everything we've said about it, then it has cost you nothing. For it is backed by an unconditional money back guarantee. You be the judge.

*Gordon R. Fulton* President  
Beach Soap Company  
Lawrence, Mass.

*126 Years' Continuous Progress in Manufacturing of Fine Soap Products*

## Starchroom Editorial

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### **Business-paper editors, laundryowners or housewives?**

*This is being written on New York's hottest day of the year, according to Mr. Christie, boss man at the local Weather Bureau. Mr. Christie takes considerable kidding in the press these days because of his inability to accurately predict the behavior of phenomena known to people in his trade as "temperature inversions." Be that as it may, today is hot—so hot that the police report a turnout on the highways greater than the July 4 rush as New Yorkers seek cool recreation.*

*But we've fooled Mr. Christie and his temperature inversions. We've just been for a refreshing swim in a nearby pool and now we're seated, a glass of iced tea in hand, on a shady porch where cool breezes play. So what we are about to say cannot be attributed to a frame of mind induced by excessive heat. And we hasten to add that the iced tea is just that—nothing has been added to either stimulate or dull our senses.*

News comes from the American Institute of Laundering's headquarters at Joliet, Illinois, that two young ladies on the staff have just completed a two-week professional advancement course in textile testing at Lowell Technological Institute, Lowell, Massachusetts.

One of the young ladies is supervisor of AIL's Certified Washable Seal laboratory and annually supervises the testing of thousands of pieces of textiles submitted by manufacturers who hope to have the fabric certified washable by AIL. Such tests include those for tensile strength, bleeding, color- and lightfastness, crocking and resistance to perspiration stains.

The other young lady does analysis on damaged fabrics submitted by AIL member laundries. Her work aids members in assessing damage responsibility and in settling claims.

The work of both of these staff members is important to the welfare of the industry and both ladies are well qualified for their jobs from the standpoint of academic background as well as practical experience. AIL executives are to be commended for helping them keep abreast of technological developments through the medium of such courses as the one at Lowell Tech.

The disturbing thing is that the news release was sent to us. We, in turn, publish it in a business paper which is read by *laundryowners*. But part of the real value of such projects, it seems to us, lies in getting the story across to *housewives*. (So far as we know, precious few housewives read STARCHROOM or the AIL Member).

Maybe someday one of these young ladies will show up at one of the "receptions" we attend on occasion and tell the story of their activities to the lady editors from the consumer magazines and the metropolitan daily newspapers. They have a convincing story to tell and it could be that the lady editors would be intrigued enough to put it where the *housewives* would read it.

*No, it isn't the heat. It's just that we can't help feeling that the industry's story isn't reaching the right audience. We keep asking ourselves who buys the most laundry service? Business-paper editors, laundryowners or housewives?*

# BISHOP *Laundry* WORK-SAVERS

Cut costs — boost production and profit — give lifetime service



## LIQUID SOAP MAKER

Saves time and supplies.  
Galv. steel in 3 sizes:  
30-Gal. .... \$129.00  
60-Gal. .... \$167.00  
100-Gal. .... \$179.00



## BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels.  
Model No. B2-1215 ..... \$119.00



## BISHOP 3-SHELF TRANSPORTER

For finished work. 26" wide x 18" deep x 64" high.  
Model No. B29-11 ..... \$45.00



## SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area.  
No. B12-2 ..... \$225.00



## STAINLESS STEEL PREPARATION TRUCK

Ideal damp box 18" x 25" x 11" deep, 34 1/2" high, on 3" wheels.  
No. B2-122 ..... \$89.00

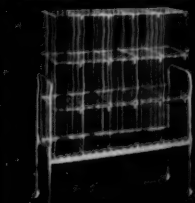
To Give You **LOWER COSTS...**  
**BETTER PROFITS** for years to come!

## IRONING BOARD

53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.  
No. B4-5M ..... \$99.00

## BISHOP SHIRTRANSPORTS

Cut handling 1/3, fold up to save space. All steel. In 2 sizes:  
B29-50 (for 50 shirts) ..... \$37.00  
B29-100 (for 100 shirts) ..... \$61.00



## SORTER-TRANSPORTERS

Banish fixed bins; admit light, air, 15 or 20 bins for shirts, for apparel. Write for details, prices.



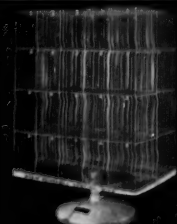
## BISHOP PUFF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown); #3, #22, #52 heads, spray iron, spray gun.  
..... \$209.00



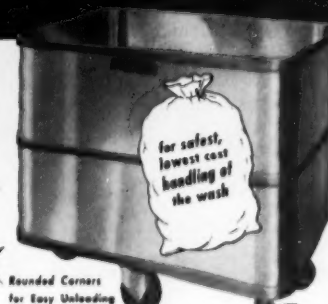
## REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip.  
No. B26-10 ..... \$349.00



## REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling. 15 or 20 bins per side. Ask for details.  
15-Bin for shirts ..... \$295.00  
for wear, apparel ..... \$315.00  
20-Bin for shirts ..... \$325.00  
for wear, apparel ..... \$345.00



Rounded Corners for Easy Unloading

No. B2-9 Bishop #2 Stainless Steel Truck Tub, 22" x 34" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels, \$195.00  
No. B2-10 Same as above except with rubber-tread wheels, \$207.00  
No. B2-17 Bishop #3 Stainless Steel Truck Tub, 26" x 36" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels, \$206.00  
No. B2-18 Same as above except with rubber-tread wheels, \$220.00

## BISHOP *Lifetime* STAINLESS STEEL TRUCK TUBS

Washes and workers are SAFE when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode... can't spot or stain the wash... are not affected by wash-room chemicals... no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

## BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durably built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated; stirs thoroughly, speeds cooking.

## Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time... helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality — no ugly shine, no blisters. Cooked starch is more economical, too — goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER



## 3 POPULAR SIZES

15-GALLON-36" high overall, floor space 24" x 28", ship. wt. 175 lbs. B3-2, \$289.00  
15-GALLON-28" high overall, floor space 28" x 30", ship. wt. 235 lbs. B3-3, \$319.00  
50-GALLON-45" high overall, floor space 30" x 34", ship. wt. 380 lbs. B3-11, \$379.00

G. H. BISHOP CO.

EVANSTON, ILLINOIS  
(DIVISION OF CHICAGO)



MANUFACTURED SINCE 1893

# Before you buy ANY laundry machinery SEE WHAT TROY HAS TO OFFER



If you are planning to invest in new laundry machinery, here's a way to make your decision easier . . . and much sounder! See what your money will buy in *Troy quality machinery as compared with any other equipment*. Ask Troy for full information on these 10 important points . . .

- Troy Prices
- Convenient Terms
- Fast Delivery
- Troy Guarantees
- Field Service
- Labor-Saving Features
- Time-Saving Features
- Simplified Maintenance
- Streamlined Appearance
- Plant Layout Service

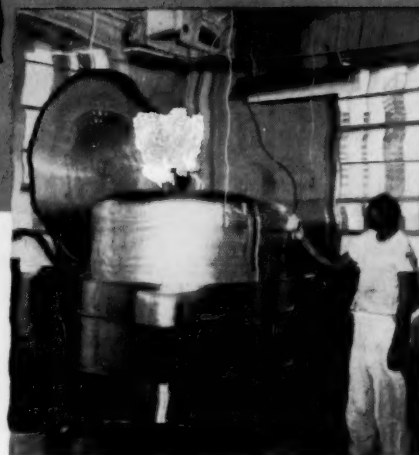
It will cost only 3c to mail this coupon. For a few cents, you can find out the advantages of buying from the world's oldest builders of power laundry machinery. Then compare with those of other equipment you may be considering. There is no obligation, of course.

## Troy

## LAUNDRY MACHINERY

Division of AMERICAN MACHINE AND METALS, INC., East Moline, Illinois

*World's Oldest Builder of Power Laundry Equipment*



**MAIL COUPON TODAY**

TROY LAUNDRY MACHINERY, Dept. SL-854  
American Machine and Metals, Inc.  
East Moline, Illinois

Yes . . . Send me a catalog and complete details on

FIRM NAME

ADDRESS

CITY

ZONE

STATE

ATTENTION OF MR.

STARCHROOM LAUNDRY JOURNAL





Using flatbed presses for leggers enables Gallagher to handle ten times as many pants

## OD Pants on Drapery Presses

*How Washington laundry utilizes equipment from slow-in-summer department for summer-peak item*

KHAKI PANTS were a problem at Gallagher Laundry & Cleaners in Washington, D. C., because volume in summer is ten times what it is in winter. Yet the price didn't justify keeping ten times as much finishing equipment on hand just to handle the OD's in summer. Besides, there just isn't that much space available.

The solution was to leg the trousers on flatbed drapery presses in the summertime. The Callaghers have two drapery presses face to face so the operators can turn from one to the other. Originally they were used as flatwork presses, until volume justified

installation of a flatwork ironer. Now they run full time on drapes and curtains in the spring and fall, but would be idle in summer if it weren't for the OD pants.

On these flatbed presses the best method of legging has proved to be two pants at each end extending toward the center, and a single garment across the middle. If any of the pants on the end are long the middle one sometimes has to be omitted.

Each of the two operators works without interference at her end of the presses. When one lays the middle garment the other opens the opposite

press. One operator is always just far enough ahead of the other in making her end lays so there is never any question of who makes the next step.

Three wearing apparel presses, which handle the OD's entirely in winter, are used for topping in the summertime. The three topping operators plus the two girls on the drapery presses average 15 pants per operator-hour when the volume is heavy. That's not a startling figure, Jack Gallagher admits, but it is satisfactory production, and he doesn't have presses of one type or another sitting around idle a good part of the year! □□



Evening is popular time for Adelman customers to drop off and pick up their laundry at dramatically illuminated, remodeled plant store. Adelman was industry pioneer in offering added convenience of drive-in service

## Why Adelman Customers Keep Coming Back for More

*Management team infuses spirit of dependability  
and quality-consciousness in every employee*

By JAMES A. BARNES

"ONE OF AMERICA'S FINEST" has been the proud boast of Adelman Launderers and Dry Cleaners in Milwaukee, Wisconsin, for several years, judging from the dynamic way the management tackles present problems and faces future prospects, that boast is likely to go unchallenged for many years to come.

Basically the success of the business can be attributed to recognition by the management of one simple rule: *Quality and dependability for every customer.*

In a plant the size of Adelman

(260 employees) it follows that the management's biggest day-to-day job lies in impressing the importance of that rule on every employee in every department. This is accomplished to a remarkable degree. The visitor quickly senses that every worker appreciates the importance of his or her individual part in the entire operation. The feeling that every job is important in fulfilling the company's obligation to the customer permeates the plant.

How do they do this? Partly through such activities as *Suds N' Duds*, the

company magazine published every third Thursday "for and by the folks at Adelman." Last March a leading article told employees about the forthcoming company exhibit at the Milwaukee Home Show—"the first time a service organization in the laundry and cleaning field will be represented at the Home Show, we are proud to add this to the long list of 'firsts' for which Adelman has become famous.

"Workmanship from all departments of the plant will be handsomely displayed and a new automatic shirt

## A Service for Every Need

Adelman takes pride in the fact that it can, and does, satisfy Mrs. Milwaukee's every laundering and drycleaning need.

The family bundle is handled in either the Fluff-Dry Service or the Completely Finished Service. In the former, table linen, bed and flat pieces are gently washed and ironed; chenille and candlewick spreads, bath towels, washable rugs and washable cotton robes are softly finished and folded, ready for use. Socks are finished and mended, wearing apparel is sun-air dried and neatly folded—much of it ready for wear. Shirts are finished. The service is priced at 11 pounds for \$2.30. Each addi-

tional pound costs 12 cents; shirts 17 cents each.

Every piece in the Completely Finished Service is beautifully finished, ready to use, and wearing apparel is starched on request. The customer is charged for this service as follows: 11 pounds for \$2.15, and 12 cents for each additional pound plus 36 cents for each pound of wearing apparel.

A Hostess Service is also offered in which only skilled operators using hand irons handle linens, lace cloths and madeiras. Fabrics are satin-smooth, and corners are square.

Plain linens are priced at 65 cents per yard; napkins, 10 cents

each. Fancy linens are priced at 90 cents per yard.

Adelman's Custom Drycleaning features special attention to *pleated dresses with hemlines kept even and straight*. Men's suits are contour-pressed, lapels and sleeves softly rolled or creased to meet the customer's preference. Base price for plain suits and dresses is \$1.50; trousers, skirts and other half-pieces are priced at 75 cents in this service.

Other services include hat cleaning and blocking, water-repellent treatment, blanket cleansing, pillow sanitizing, drapery and slip-cover cleansing, fur cleaning and glazing, fur and garment storage.



"Magic carpet" door automatically swings wide as store supervisor Bill Haberkamp carries smartly packaged laundry and drycleaning to customer in car. Door to his left swings into lobby for customers entering store

folding table will be on exhibition. The shirt folding table will be operated by Linda Holl and Rita Bukalders of our Shirt Department. Sales, office and supervisory personnel will be on hand to explain our services and answer all questions. For those of you who can arrange to visit the Home Show, we feel sure you will enjoy the many interesting exhibits and will feel great pride in having had a part in operating our fine exhibit.

"Please tell your friends about our booth as we are very proud to have them see the high quality workmanship turned out by the Adelman 'inside sales force'."

But a larger share of the credit for maintaining the high standard of craftsmanship and sense of responsibility to the customer lies in the friendly yet frank manner in which operating policies are set in motion and followed up by direct personal contact.

A day never passes without a face-to-face conference between Albert B. ("Ollie") Adelman and the members of his executive team. Brother-in-law Herb Abraham is general manager of the Adelman plant, while responsibility for operation of the Uptown division rests with brother Lawrence Adelman and brother-in-law Ben Feenberg. These four keep a finger on the daily pulse of all operations, determine policy and lay plans for the future.

The latter function of the team is



As customer enters store lobby she is greeted by cheerful attendants in bright new surroundings, a view of work in progress inside the plant through plate-glass window directly behind counter. Attendant at right is taking customer's finished work from terminus of conveyors which carried it into lobby from storage room

all-important. Never have we been in a plant where such constant change is taking place without disrupting operations or upsetting production schedules. All changes are aimed at improving the quality of the work and

rendering a better service while achieving the optimum in efficiency. The management never seems to be satisfied with something as it is. "There must be a better way" is the watchword.

Once every week a meeting is held at which the four men meet with members of the supervisory staff. These include Bill Strauss, laundry superintendent; Ray Lahr and Warren Praefke, drycleaning superintendent



Display of blankets (extreme right) was featured in store lobby in early summer. Note conveyors from storage room at left



**Why it pays  
you to use it.**



*Whitehouse* **BLUE**  
**STREAK**  
**NETS** *Standard of the Industry*

Here is the nylon net that has been called the "Standard of the industry". It's the Whitehouse BLUE STREAK.

Since their introduction eight years ago, BLUE STREAK nets have set records for economical performance, for quality that saves laundry operators money in many ways.

For Example—

BLUE STREAK nets make possible 20% greater payloads in washwheels.

They save on supplies, save on labor, save on power and water. Their distinctive colors permit easy classification.

Use reliable BLUE STREAK nylon nets yourself. You'll be convinced.

\*Trade name of Whitehouse Nylon Products

• **Continued Leadership through Constant Research**

**WHITEHOUSE NYLON PRODUCTS**  
360 Furman Street  
Brooklyn 2, N. Y.

August 15, 1954

## A Family Heritage

Almost everyone in the laundry industry has heard of Mr. Ben Adelman; most laundry owners know him personally. This is his third laundry. Each of the other two was started from scratch, rapidly built up to a thriving, profitable concern, and sold for a handsome sum on which Mr. Adelman might have retired comfortably. But he had laundering on his mind and in his blood. And he had some sons coming along who gave every promise of being chips off the old block. So he built the Adelman plant and his faith in his sons and sons-in-law has been more than justified.

Ollie Adelman, 38 years old, was graduated in 1937 from Northwestern University where he quarterbacked a Big Ten championship football team, received some All-American "mentions" and was a Big Ten tennis Champion. He is married, has three sons, still plays a vigorous game of tennis and is president of his country club. He has been a member of many American Institute of Laundering committees and is a past president of the Wisconsin Institute of Laundering. At the present time he is president of the Milwaukee Laundry and Drycleaning Association and a member of the Young Presidents Organization, a national association of company presidents under 40 years of age.

Lawrence Adelman, 30 years old, is also a graduate of Northwestern University and has recently served in the Army with the rank of Lieutenant. Herb Abraham, in his early forties, is a graduate of the Wisconsin University Law School, where he received the Coif degree, and a member of the Wisconsin bar. Ben Feenberg, also in his early forties, was graduated from the University of Texas and is an accountant.



Firm's founder is Mr. Ben Adelman, one of the industry's elder statesmen. Long active in industry affairs as well as his own plant management, Mr. Adelman now serves the management team largely in an advisory capacity

and supervisor, respectively; Louis Waterfield, shirt department supervisor; Jim Gordon, flatwork department supervisor; Carl Krausslach, classifying department-washroom supervisor, and Earl Rosenberg, utility supervisor. Clyde Geddes, a consulting engineer who renders invaluable counsel in planning and effecting changes for improvement of workflow and operating techniques, also attends these meetings.

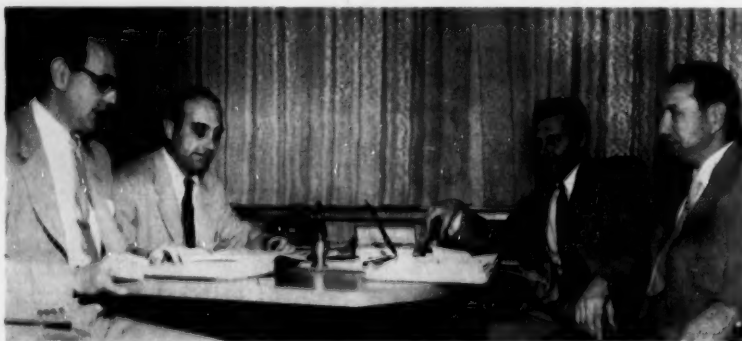
Other supervisory staff members are Irene Surges, general office; William Haberkamp, drive-in lobby; Donald Dunlop, Art Martinelli, Robert Janos and Harry Hutchinson, route sales and service.

The sessions not only afford an opportunity for management to explain changes in policy; they enable each man to keep abreast of what goes on in the other fellow's department, thus promoting a smoothly functioning organization. Each participant is encouraged to discuss his problems freely and, once a decision has been made, is expected to exercise initiative

in carrying it out within his area of responsibility. In this way every employee in the plant knows at all times exactly what is expected of him. Responsibility is fixed, authority to act defined. This policy, plus incentive earnings and high wages, has enabled Adelman to command skilled employees who catch the spirit of a dynamic and progressive management.

Over the past three years tremendous changes have been effected in the physical layout of the Adelman plant. These have included erection of a new garage and shipping department; installation of completely new presses in the shirt, wearing apparel and drycleaning departments; rehabilitation of the drive-in store, executive and clerical offices, and installation of new equipment in the power plant for transmission of the required hot water, steam and compressed air throughout the building.

In planning for the garage and shipping department careful analysis of present and future needs was made. Adequate shelf space for finished



Hard-hitting and young, the management team is composed of (left to right) Herb Abraham, Ollie and Lawrence Adelman, Ben Feenberg, all under 43 years of age

Turn out shirts  
that feel  
as good as  
they look...



without putting a crimp  
in your budget!

It's no great trick to turn out shirts that *look* good. Most any laundry can do that. But customers keep coming back to the laundry that makes their shirts *feel* good at the same time.

And that's the laundry that uses Huron VELVET RAINBOW STARCH. It's the velvet wheat in Velvet Rainbow that gives shirts a smooth, velvety finish every time. They come out with a long-lasting pliability that means they'll stay fresh-looking and comfortable all day long.

Yet VELVET RAINBOW STARCH is easy on your budget as well as your customer's shirts. You can size 18,000 or more shirts with just one barrel. That figures out to the extremely low cost of about a fifth of a cent per shirt.

Check it from every angle—using VELVET RAINBOW STARCH is the best way to get and keep profitable shirt business.



**VELVET  
RAINBOW  
STARCH**

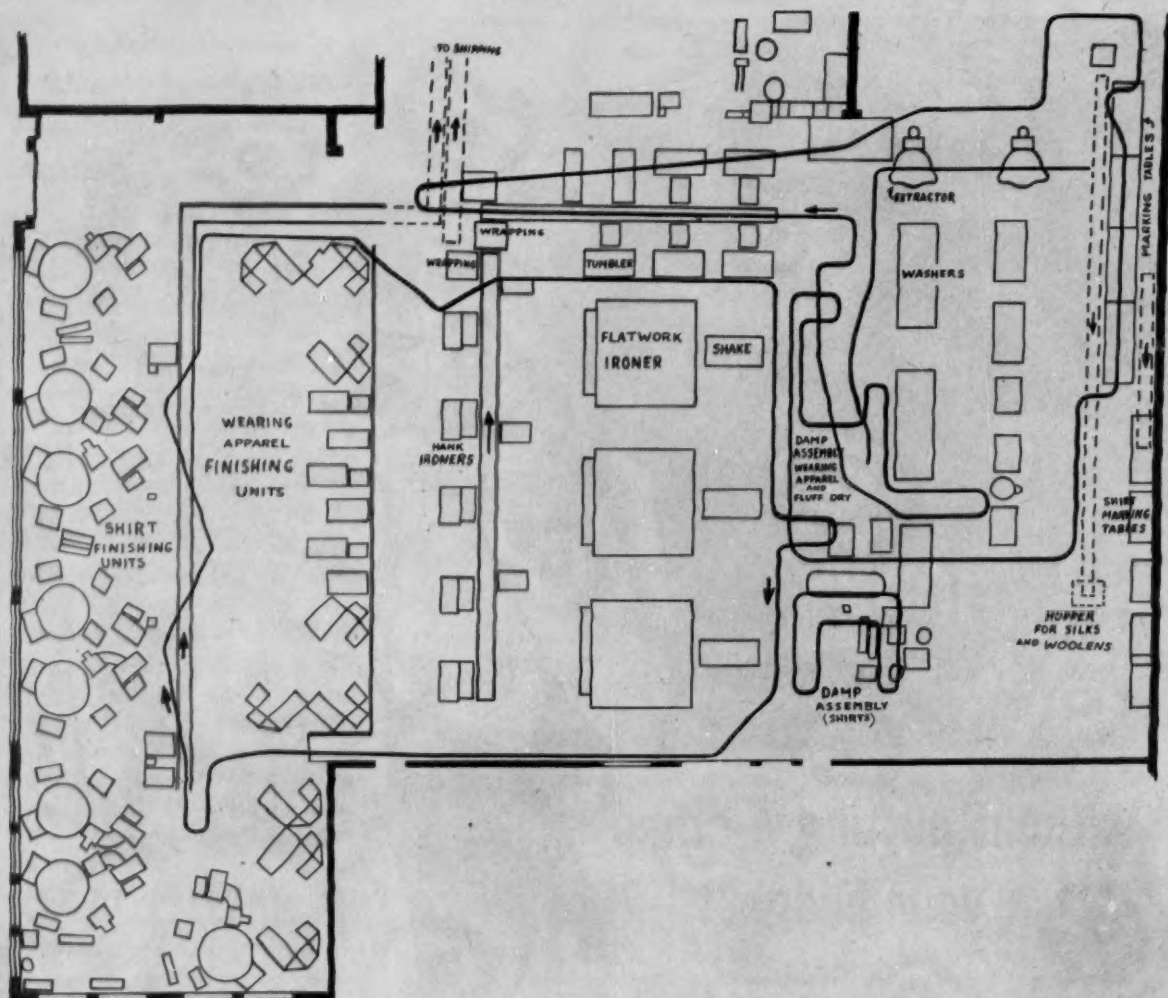
Guaranteed 50% Velvet Wheat

**THE HURON MILLING COMPANY**

9 PARK PLACE, NEW YORK CITY 7

FACTORIES: Harbor Beach, Michigan

SALES OFFICES: 161 Grand St., Chicago 11; 13 E. Eighth St., Cincinnati 2; 383 Brannan St., San Francisco 7



Flow of work through laundry department is indicated by arrows on sketch above. Solid single lines indicate monorail conveyors; solid double lines indicate floor-mounted belt conveyors; broken double lines indicate elevated belt conveyors. Another elevated belt conveyor will soon run clear across building to carry finished laundry bundles from shipping department to storage room for drive-in store

laundry bundles and rack space for drycleaned garments were provided. Both areas were conveniently located for ease in loading each of the 23 route trucks. This provision alone has resulted in a daily saving of at least one hour for each driver over previous loading time. That hour can now be spent developing new business and rendering more efficient service to present customers.

All finished laundry bundles reach the shipping department on a belt conveyor that delivers them to a central point from which they are easily assigned to the proper route shelves. Drycleaned garments are pushed out to the shipping department on slick-rails from the bagging station and sorted from the rails to individual driver's racks. As a result of these conveyors walking time has been re-

duced to a minimum, the time of one girl has been saved and service speeded up still more.

The finest lighting conditions have been provided for the shipping department. Several plastic domes were built into the roof. These transmit enough natural light during a normal day so that no artificial light is necessary. The result? Easier reading of route numbers, customer names and addresses; no mixups, and better service to customers.

Nor was the mechanic who does all normal repair work on the trucks overlooked. A hydraulic lift has been installed to make greasing and oiling of trucks more convenient. Air-driven grease guns and a mezzanine for the storage of necessary supplies and parts have been provided.

After the new garage and shipping

department were completed, attention was focused on the shirt finishing and wearing apparel departments.

The new garage and shipping department occupy part of a new addition to the building which also houses the new drycleaning finishing equipment. The space formerly occupied by the garage was enlarged by the addition of an area of 17 by 80 feet. Into this enlarged space (approximately 44 by 94 feet) went four new sets of wearing apparel press units and eight automatic shirt finishing units.

Because the new finishing department was a considerable distance from the station where the work was prepared for finishing a practical method for bringing it to the presses was needed. A monorail conveyor was installed to carry washed shirts in cargo



# GO AUTOMATIC

WITH

# HAMMOND

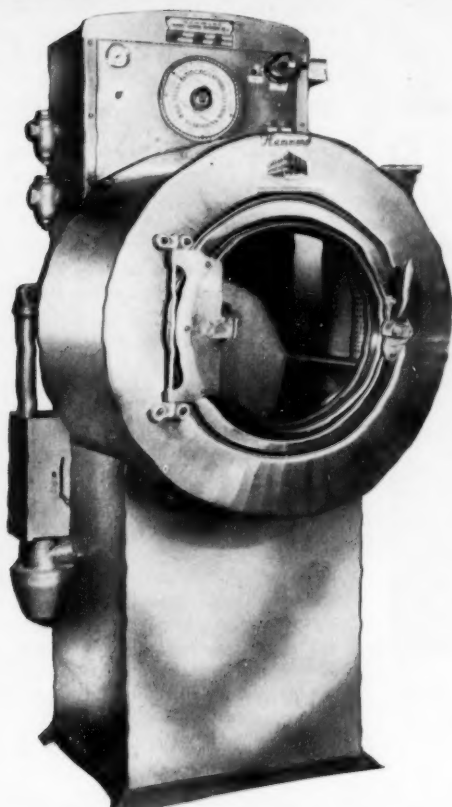


Illustration shown: 25 lb.

**Midget-Matic**  
OPEN END WASHER

The exceptional performance of Hammond Automatic Laundry equipment combined with their exterior beauty will give you an installation that will always be worthy of your customer's comments.

By replacing your obsolete machinery with streamlined and efficient Hammond Automatic equipment, you can not only meet the Spring rush, but turn out customer work that keeps them coming back again and again. With Hammond automatic washers, extractors and tumblers you can turn out highest quality work in a much shorter period of time. Built for years of sturdy, efficient service, your Hammond automatic equipment will mean soaring profits this Spring and every Spring. Write today or contact your nearest Hammond dealer.

**MAIL  
THIS  
HANDY  
COUPON**

- ☐ Please send all available information on Hammond automatic equipment.  
☐ Have your representative call with prices and details.

Name

Firm

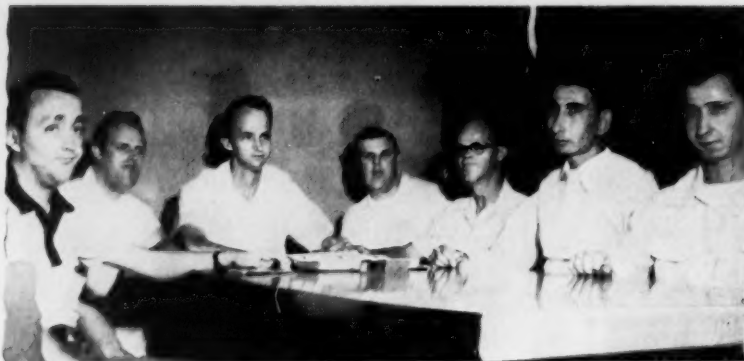
Address

City  Zone  State

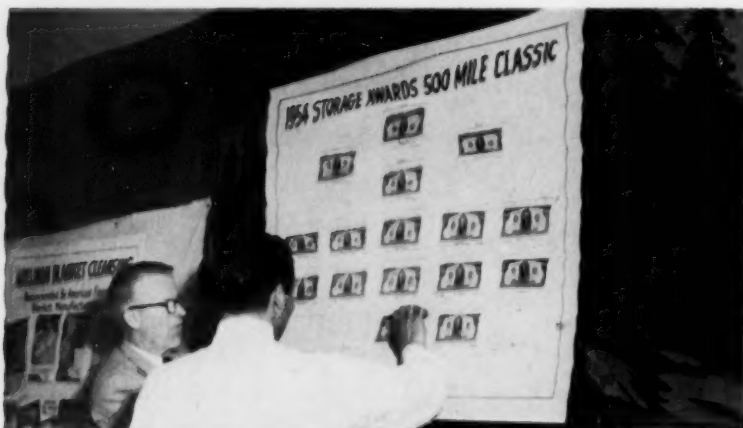
Hammond Laundry-Cleaning Machinery Company  
Hammond Building Waco, Texas

**Hammond**  
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS



**Infinite capacity for attention to detail is daily displayed by members of supervisory staff.** Left to right: Warren Praefke, Louis Waterfield, Bill Strauss, Jim Gordon, Carl Krausslach, Earl Rosenberg and Raymond Lehr



**Keeping enthusiasm high among route salesmen is important managerial function.** Adelman conducts frequent sales contests and periodic dinner meetings to help achieve that goal. Here route supervisor Don Dunlop (left) and Larry Adelman pick hard cash from blanket-cleaning-contest scoreboard to present to winning salesmen at recent dinner party



**Personnel relations at Adelman are not conducted from swivel chair.** Here Mrs. Gertrude Nalan, personnel director, making her daily rounds of all departments in plant, stops for friendly chat with a wearing apparel press operator. Mrs. Nalan had background of more than eight years supervisory experience before joining Adelman four years ago



**Personal service is rendered customers by Mary Roberts, who contacts thousands of Milwaukee housewives yearly to determine how Adelman service can be improved.** Miss Roberts trained for her job by working in plant; knows every operation in detail, personally follows up every customer's suggestion by contacting the supervisors involved

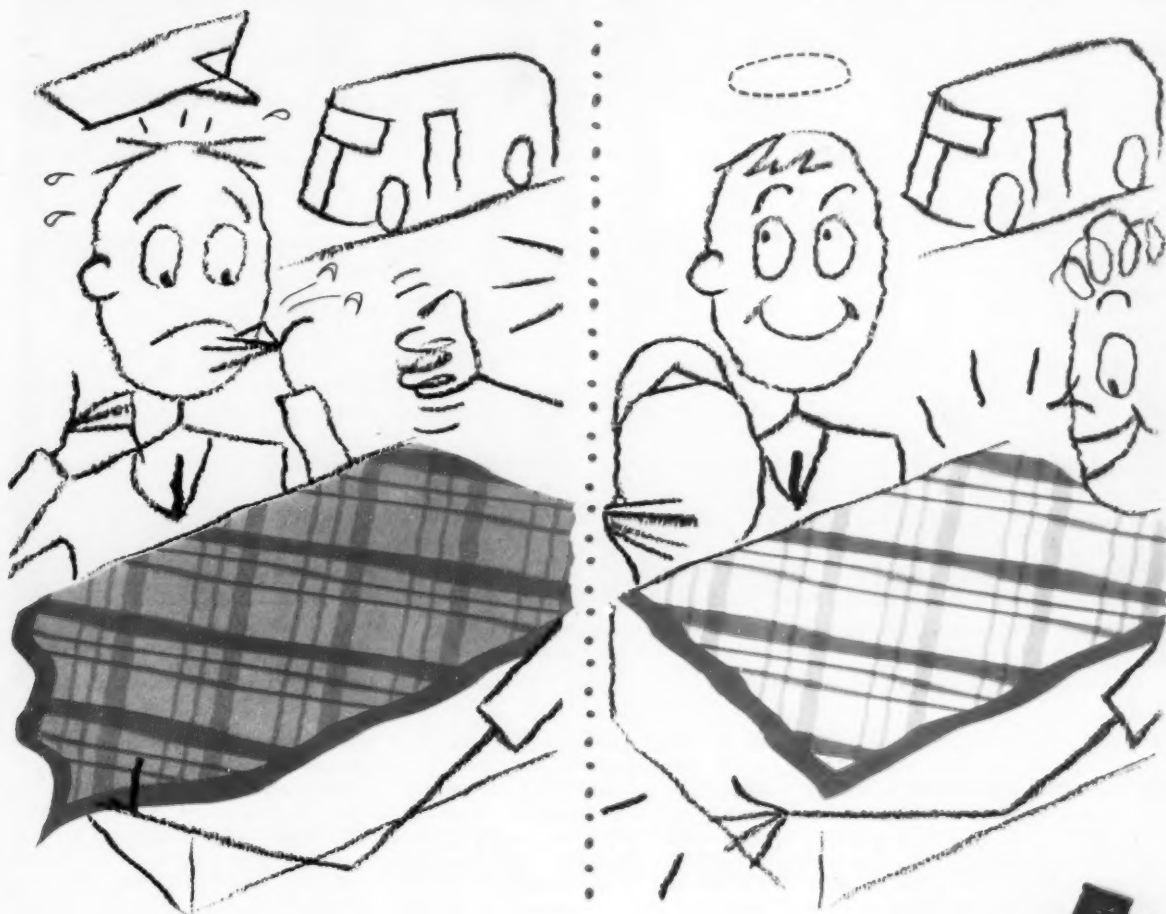
bags to within a few feet of each of the finishing units. The girl who does the sleeves in each unit is no farther than 6 feet away from her supply of washed shirts. She merely wheels a basket over to the conveyor, zips open the bottom of the cargo bag, and the shirts drop into her basket. Shirt stubs are attached to the cargo bag with a ticket providing information as to the lot number and the number of shirts contained in the lot. Accordingly, there is no time lost by this operator going any appreciable distance for a fresh supply of shirts when needed.

After the cargo bag is empty, the trolley carries it by gravity down to the end of the monorail. Here it is carried by a power uplift high enough so it can slide by gravity back to the starting point. As a result of these innovations the time of two girls formerly occupied in preparing the shirts for pressing has been eliminated and production is better than heretofore on the finishing units.

A new method of finishing wearing apparel whereby each girl presses all the pieces in the entire bundle on her unit, touches them up and folds them, has been adopted. Previously the girls on the press units did nothing but pressing. Touching up and folding were done by other operators. Under the new system production has not decreased substantially. What pleases the management is the fact that with the same number of girls, putting in fewer hours, service is better, mistakes are fewer and quality has been improved considerably.

Above each shirt and wearing ap-

# See what a difference YellowGo makes!!!



Yes—YellowGo makes a big difference in the looks of fabrics that have been stained by fugitive dyes...and an even bigger difference in the satisfaction of your customers. It just doesn't pay to gamble with customer good-will when it's so quick and easy to clear up dye fades with YellowGo. And it's so economical, too—YellowGo makes the safest, most effective stripping solution you ever used for less than 5c a gallon. YellowGo works on any fabric—colored or white; takes out yellow, red, green, purple, blue, brown and black dye stains without injuring original colors. Your jobber carries YellowGo...order a gallon from him today.



**YellowGo** in every department:



YellowGo is one of the famous "GO" products of A. L. WILSON CHEMICAL CO., Kearny, N. J.

GRADING SHIRTS AIL POINT METHOD						
UNIT	M	T	W	T	F	S
1	84	89	91	89		
2	88	90	90	90		
3	86	91	89	88		
4	88	89	88	91		
5	87	87	87	90		
6	85	85	88	88		
7	87	86	90	87		
WEEK AVE						
95-100 EXCELLENT						
85-95 GOOD						
80-85 FAIR						
BELOW 80 NOT ACCEPTABLE						

CUSTOMER SHIRT RETURNS						
UNIT	M	T	W	T	F	S
1	1	1				
2	2					
3	1	1		2		
4	3	1		3		
5		1		2		
6	2					
7	1	3	2	1		
TOTAL	10	7	2	8		

Daily inspection of shirts results in grading quality by pressing units on board at left according to method established by American Institute of Laundering. Number of shirts returned by customers is recorded by pressing units on board at right. Both boards are conspicuously displayed in the plant, generate enthusiastic rivalry among press operators

parel press unit there is an outlet from the fresh-air duct which runs throughout the department. A "butterfly" or damper on each outlet is within easy reach of the girls. It is a simple matter for an operator to reach up and adjust this damper to control the flow of cool air over her unit.

A monorail conveyor system commencing in the classifying department, extending through wet assembly, the tumbler department and back

to the classifying department, has recently been completed. The inverted-net system is used on this continuous circuit and a wet-strength ticket is used on all flatwork. In this system the nylon nets are permanently affixed to the key tags at the closed end of the nets. The nets are pinned up at the open end with a blank pin.

Fifteen new twin-cylinder drying tumblers have been installed to handle fluff-dry work. They are lined up in

two batteries, facing each other. The monorail conveyor bringing the inverted nets of work from wet assembly runs between them (photo on page 24). Right below the monorail is a belt conveyor which carries the folded fluff-dry bundles to the wrapping table.

Five girls load and unload the tumblers, and fold the dried bundles. Under the old system, five girls did nothing but fold this work and two

## A Hearty Welcome . . .

is extended in a little leaflet signed by Ollie Adelman and presented to each new employee at the time of hiring. It spells out the policies governing working hours, attendance, rest periods, pay days, use of the dining room, holidays, vacations, uniforms, insurance and other benefits. Because these policies are liberal and are made clear in advance the leaflet eliminates misunderstandings before they arise, contributes to the new employee's ease of mind during the critical orientation period.

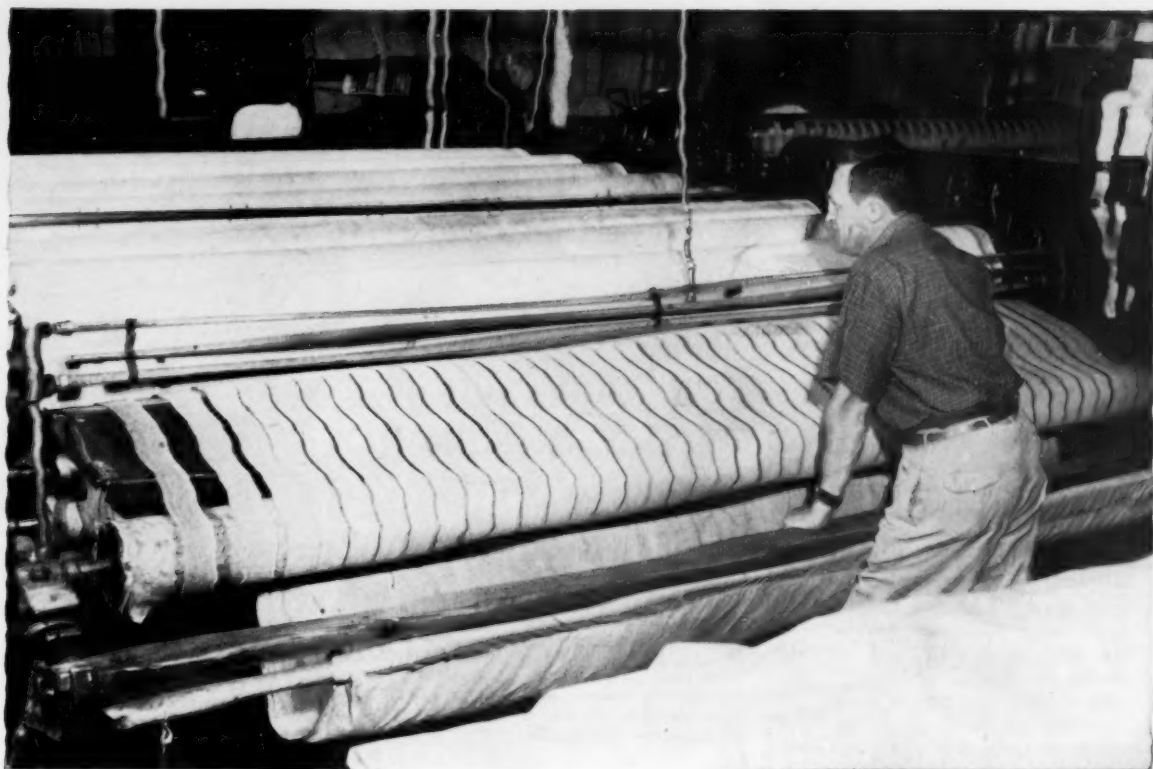
"Since its founding in 1930," the message reads, "the Adelman plant has been a vital force in helping to maintain health and sanitation in our community. Thousands of housewives depend on us for clean linen, apparel and drycleaning each week. Every article we handle must be

returned to the customer in a clean, neat condition and on time.

"To insure the best possible service to our customers and to make your job easier, we have installed modern equipment. But, necessary as it is, this equipment is not as important to the finished article as you yourself are. The spirit that keeps everyone doing the job to the best of his or her ability insures quality service and more satisfied customers. And this, in turn, means steady employment for all of us, fifty-two weeks in every year."

The little leaflet is only one of many features in an integrated personnel policy which constantly emphasizes the close relationship between a happy group of employees and a happy group of customers. This policy has also been responsible for keeping turnover of employees at a low rate. In the route sales department, for instance, the average tenure is 14 years. Five men have served over 20 years.





*Leading Chicago family laundry reports:*

## **Superior finish and reduced costs with long-lived ironer covers of Dacron\***

"We've had outstanding results from ironer covers made with 'Dacron' for over a year now," says Leonard Arkiss, General Superintendent of the Leader Laundry. "Covers made with 'Dacron' give flat work a fine silky finish, and last eight to ten times longer than any we've had before. That adds up to economy performance with no sacrifice in quality.

"Ordinary covers used to wear out in two or three weeks, which meant costly downtime and loss of production while the cover was being replaced. It's a different story with covers of 'Dacron'. For example, we've just removed a set of covers from an eight-roll ironer after thirty-one weeks of first-rate service.

"The heat resistance of 'Dacron' also increases padding life. These covers are subject to a basic temperature of 340°F. 40 hours a week . . . yet stay soft as long as they are in operation. We're certainly pleased with the superior performance of covers made with 'Dacron' . . . and another important

thing, the quality finish we get with these covers means satisfied customers, too."

• • •

Covers of "Dacron" polyester fiber have lasted so much longer than conventional materials that flat work ironer cover costs are cut more than 50% . . . and quality stays high. Install a trial set in your laundry . . . see how you get increased, quality production at reduced costs. Contact your supplier or write: E. I. du Pont de Nemours & Co. (Inc.), Textile Fibers Department, Wilmington 98, Delaware.

\*Trade-mark for Du Pont's polyester fiber

# **D A C R O N**

**POLYESTER FIBER**



**BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY**

## Growth of a Business

When a laundry, which started from scratch in 1930, built a \$200,000-a-year sales volume and maintained it through the depths of the Great Depression it was news. No less newsworthy today is the fact that its sales (including those of a subsidiary acquired in 1949) are running over the two-million-yearly rate and the management has just completed a three-year "revitalization" at the cost of several thousand dollars as evidence of its confidence in the future.

Such confidence stems from Adelman's keen sense of responsibility to the consuming public and a conviction that the people inside the organization constitute a vital selling force. It is their belief that they have become the largest combination retail laundry-drycleaners in Wisconsin because of one reason: They stress quality and dependability.

Ollie Adelman says, "Many laundryowners too frequently forget the most important reason they operate their plants. The reason why they are actually in business is to get the customer's possessions back to her entirely . . . all of them . . . on time. Our most important job is to keep 400 people in our organization aware of this at all times."

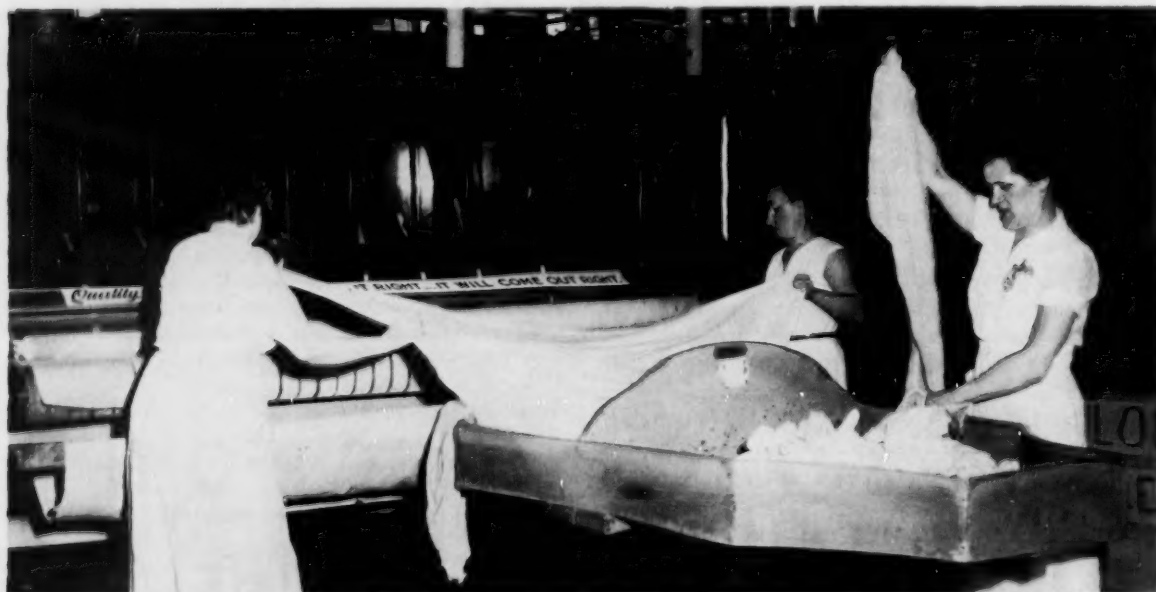


"Quality holds customers" read signs, strategically located throughout plant, which constantly remind operators of their responsibility to the customer. Other signs, specifically applying to work these operators perform, read "Fold corners square—stack neatly" on flatwork ironer, and "Fold monograms out" on handkerchief ironer. Girl at left matches finished handkerchiefs with flatwork, inspects it for any necessary touching up. If any pieces do not come up to quality standards it is her responsibility to return them to ironers. (Note fresh-air ducts suspended from ceiling)

men were required to operate the 17 larger tumblers. In addition to the increased efficiency, the new setup has resulted in better quality because the girls fold the work on individual tables directly in front of the tumblers. This permits immediate folding of the work

while it is still warm, a feature which gives a more smoothly folded, neater bundle.

When insulating the new tumblers on all sides to minimize the heat they give off, the management hit upon a novel idea to make the area still more



Sparkling white uniforms are provided, laundered and replaced free of charge to all women workers in Adelman plant. They contribute greatly to high morale of operators and to general "feeling of cleanliness" of entire operation. Here team of three girls is feeding sheets to one of the three flatwork ironers. Sign in front of them as they work reads "Quality Holds Customers—Feed It Right—It Will Come Out Right"



Beautiful home of Adelman Laundry & Dry Cleaners, Milwaukee, Wisconsin

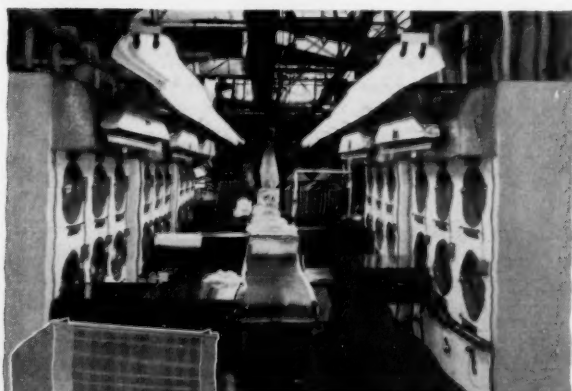
*two outstanding names in the laundry industry...*

# ADELMAN

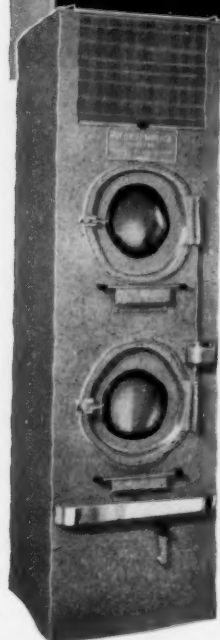
*One of America's most modern and progressive laundries and dry cleaners, Adelman has used HUEBSCH dryers exclusively for many years.*

# HUEBSCH

*Inventor and world's largest manufacturer of open-end drying tumblers, HUEBSCH equipment serves leading laundry and dry cleaning firms in every part of the globe.*



View in Adelman Laundry & Dry Cleaners, showing fifteen Huesch Twin-Cylinder Tumblers in operation.



Long a favorite for drying small loads, such as diapers, and bachelor bundles, Huesch Twin-Cylinder Tumblers are so flexible in operation that they are also being used by many laundries for general drying service. Huesch Twins are fast, efficient, economical. Each cylinder has a "just right" capacity of 15 pounds dry weight. A Huesch Twin takes little space (only 27½ inches wide) yet it is ruggedly built to give years of trouble-free service. Available in steam or gas-heated models. Ask your Huesch representative for details—or write us for information.

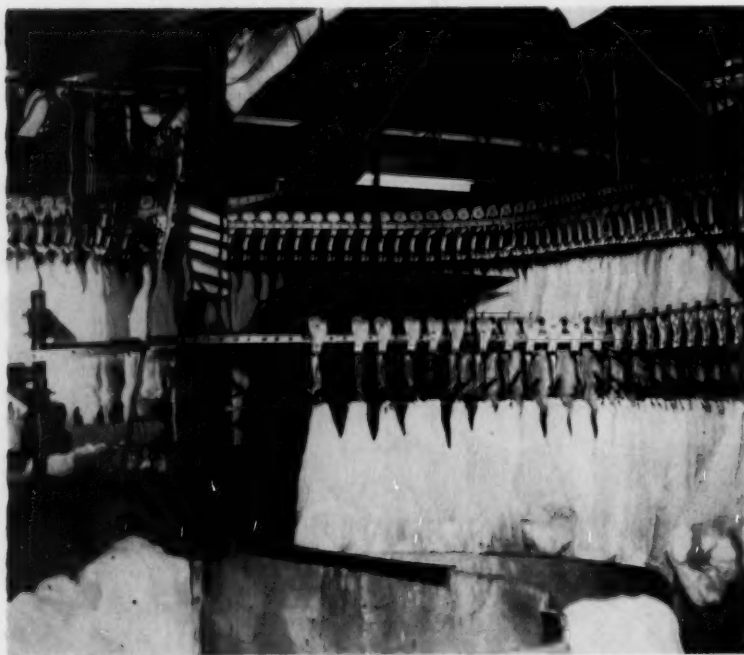
# HUEBSCH TWIN

HUEBSCH MANUFACTURING COMPANY Division of THE AMERICAN LAUNDRY MACHINERY CO.

3775 N. Holton Street, Milwaukee 1, Wisconsin



**Natural light** contributes to pleasant working conditions, efficient operation in classifying department, as well as elsewhere in plant. Soiled bundles coming into plant are carried to this department on a conveyor, marked, classified according to washing formula required and sent to wash-room in canvas trucks



**Nylon nets** of washed work in fluff-dry bundles have been removed from the washwheels and placed on the conveyor in the foreground. Each customer's work is in a separate net. From here it will be carried to the drying tumblers. Empty nets returning from the driers are on the conveyor in the background

comfortable for the girls. Two vents were installed above each set of three tumblers. One vent sucks hot air up into a duct which exhausts it out of the building. The other vent brings a constant supply of fresh, cool air down in front of the tumblers. The cool-air vents are equipped with hand-operated levers to control the amount of air admitted into the area.

#### **A completely modernized store**

Although thousands of Adelman customers have been, and still are, served at home by one of the 23 route salesmen, the company was one of the earliest in the laundry industry to offer the convenience of a drive-in store.

As an added convenience to customers store hours, formerly from 7:00 a.m. to 6:00 p.m., are now 6:45 a.m. to 9:00 p.m. on weekdays. Laundry bundles left during these hours receive a 10 percent discount off the prices charged for home delivery. Drycleaning is sold at regular prices.

Extra fast service, whether customers prefer to be served by the routemen or at the drive-in store, is also available.

The old shirt finishing department

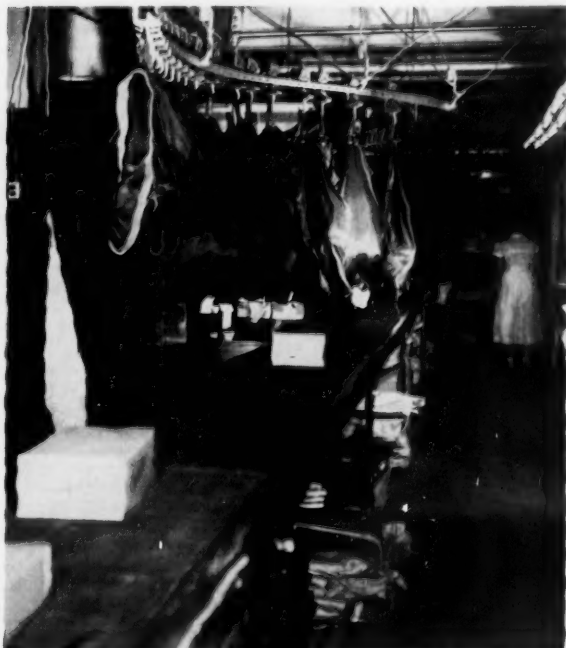


### A Reevaluation

Early in 1952 top executives at Adelman took time out to reevaluate, first themselves, then every department in the organization, to determine what could be done to take better care of the business they had before setting out to secure more. Such frank questions as these were asked:

1. Is this plant in the best possible condition?
2. Is the equipment modern and up-to-date?
3. Do other companies offering a similar service use better equipment and production engineering methods?
4. Are the working conditions such as heating, lighting and air conditioning conducive to maximum efficiency?
5. Does every department have an alert and hard-hitting chief?
6. Do we recognize forceful initiative in every department head?
7. Are we sure we are offering the best service our plant can produce?
8. How does our service compare and compete with similar ones on the market?

While the answers to most of the questions were of great help to the management in achieving the primary goal—a further increase in customer and employee satisfaction—an unlooked-for increase in visitors to the plant also resulted. Although it was already recognized as one of the finest in the country, the word quickly got around that further improvements were being made, with the result that representatives of laundries in seven foreign countries and 36 states went to Adelman's within the past year to see for themselves.



Still more conveyors are seen in shirt and wearing apparel departments. Monorail conveyor bringing work from washroom to finishing units follows serpentine course directly above belt conveyor which carries packaged bundles to shipping department

August 15, 1954

*"Can you call  
tomorrow  
for my  
dry cleaning?"*



When she sees and handles the shirts fresh from the laundry, that's the time and place to remind her of *all* your services. Attractive shirt bands, in your own design or one of Nashua's stock printed designs, build good will — and *business*.

Nashua will design a band featuring your trade-mark and merchandising any one of your special services — at no obligation. Or you may prefer to use stock bands printed with your firm name. Check coupon.

Mail the coupon **today!** 

#### NASHUA CORPORATION

SURE-HOLD DIVISION  
Dept. F-5, 44 Franklin Street  
Nashua, New Hampshire

☐ Please send samples and prices of Nashua self-sealing stock printed designs.

☐ Enclosed is our trade-mark for use in designing a special self-sealing band, without obligation to us.

(NAME OF LAUNDRY) \_\_\_\_\_

ADDRESS \_\_\_\_\_

(NAME OF JOBBER) \_\_\_\_\_

BY \_\_\_\_\_



**Fluff-dry bundles** are air-dried and neatly folded here. Conveyor which brings nylon nets of damp work runs between rows of tumblers, directly above belt conveyor which carries folded work to wrapping table. Five girls operate tumblers and fold work on specially designed tables. A sixth girl carefully inspects the work for quality, weighs the bundles. Each table is on casters for ease in moving from one tumbler to another, has a hinged top, is compartmentized. Girl at left foreground is folding dried work from compartment at her right hand. When she has finished, she will swing table top over the empty compartment, empty a net of damp work into the other compartment and load it into a tumbler



**Shirts are wrapped individually** in cellophane, then placed in boxes according to customer. They are brought to compact packaging stations like this in tiered transport carts (at right). Girl merely places box of finished shirts on conveyor to shipping department (at her left)



occupied space adjacent to the store. Part of this space is now given over to new executive offices and a conference room, part to a storage room for finished laundry bundles and dry-cleaning to be called for by customers at the store.

Already completed are a belt conveyor which carries laundry bundles from this storage room directly into the store lobby. Right above the belt is a screw-type conveyor for carrying drycleaned garments on hangers into the lobby (photos on page 10). A pneumatic tube conveyor carries the customer's invoice from the store counter to the storage room in seconds. One employee, who is stationed in the storage room at all times, receives the invoice on this conveyor from the store clerk, immediately spots the customer's bundle and/or garments and

**Wrapping tables** are strategically located at junction of four conveyors where consulting engineer Clyde Geddes stands. Belt conveyor coming from right brings fluff-dry work to wrappers. Socks from drying forms behind belt at right are matched up with these bundles before wrapping. Belt conveyor in foreground brings neatly stacked flatwork from ironers to wrappers. Inclined belt conveyor to Mr. Geddes' left carries wrapped flatwork and fluff-dry bundles from wrapping tables to shipping department. Horizontal belt conveyor above his head (left in picture) receives packaged shirts and wearing apparel from finishing room, carries them to shipping department



**AUTOMATIC CONTROLS**

**ON ANY WASHER**

the



# MILTROL CONSOLE

Here it is... THE MILTROL CONSOLE Flexible Sequence Timer that can be installed on all makes of washers. Furnished complete with air cylinders for operating drain and water inlet valves, various models are available for all different field situations. And... the MILTROL CONSOLE UNIT is available at a price that will enable all laundry owners to have automatic washers.

## complete with every feature of the MILTROL

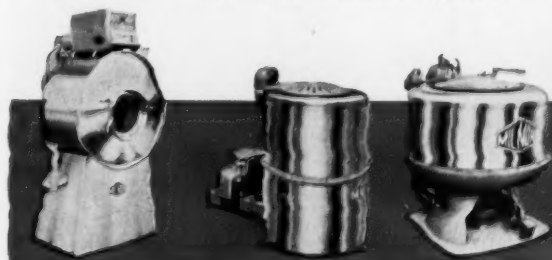
Replaceable lifetime plastic formula chart may be removed and installed in a matter of seconds. Will not absorb moisture and short out. Full manual operation provided. Maximum flexibility provided during automatic operation. Flick of manual switches enables operator to overrule formula chart, to obtain all high or all low water levels, to cause washer motor to stop or run while draining at operator's discretion, to wash in hotter or colder water—all without changing formula chart.

Control "holds" while filling and signalling so no washing operation will be skipped even when low water pressure exists! High and low water levels controlled by two position float switch and levels easily adjusted in the field. The Miltrol signals with light and buzzer when supplies are required and at end of washing cycle. Operator need only add supplies. Washer motor shuts off each time the Miltrol signals to prevent unnecessary wear on garments.



The Miltrol is also available for installations where water must be heated by steam.

**INSTALL MILNOR EQUIPMENT TODAY**



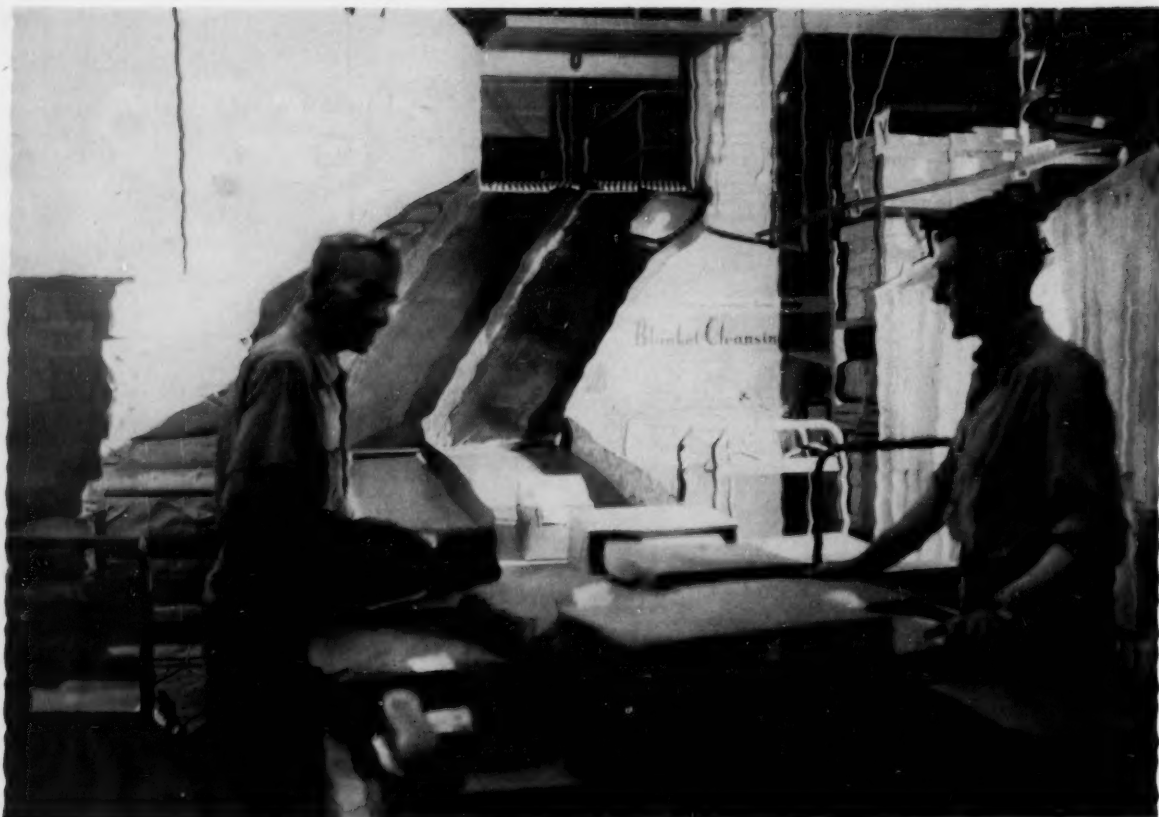
**WRITE, WIRE OR  
PHONE**

*Pellerin*



**CORPORATION**

8000 Edinburgh Street, New Orleans 18, Louisiana



**All processed laundry reaches this central shipping area via chutes at end of two belt conveyors above. Shirts and wearing apparel come down chute at right; flatwork and fluff-dry down chute at left. Here it is sorted into the drivers' bins. Finished drycleaning comes from baggers through door (out of picture) on slickrail at right of chutes**

sends them to the lobby via the appropriate conveyors.

In the lobby one or more boys, depending on the hour of the day, are assigned to pick up finished bundles and garments from the terminal end of the conveyors and carry them to customers' cars.

"Magic Carpet" doors which automatically swing open as a customer steps on the threshold have been installed and a large plate-glass window behind one of the counters is directly in view as a customer enters the lobby. Through this window can be seen the inner workings of the plant. All em-

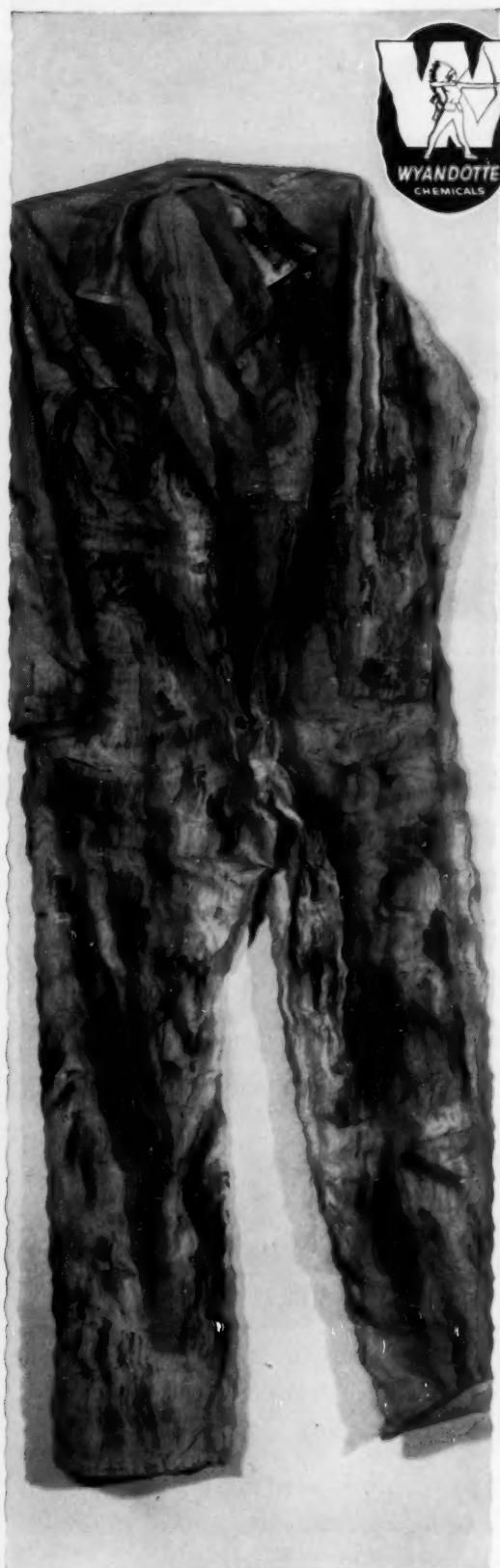
ployees are attired in sparkling white uniforms and the neat, methodical appearance of the operation as seen through the glass creates a scene of interest to customers.

The Adelman executives are justly proud of the packages in which they deliver the customer's possessions to



**Left: Quick loading of trucks is made possible through arrangement of laundry bins (left) and drycleaning racks (right) on floor level flush with truck beds. A straight-line flow of work directly from shipping room into trucks has minimized handling, reduced confusion, speeded up service. Right: Trucks back right up to a two-step curbing at loading pier so truck bed is flush with floor**





Leading laundries report:

**With RIDDAX,  
you can wash  
greasy work clothes  
...and follow with  
a load of sheets!**

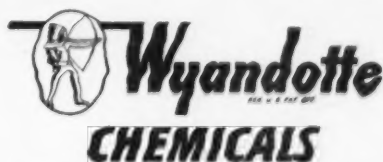
**Heavy soils, oils and grease go down the drain  
— not on your washwheel or fabrics!**

RIDDAX® — the complete washing compound — works faster and better than any other heavy-duty product you've ever used! It quickly routs out the heaviest soils ... and keeps them suspended. Another special feature of RIDDAX is its excellence for use on the break — for washing greasy kitchen towels and heavily soiled linen-supply work. All scum, oil and grease go down the drain ... never collect on washwheel, or redeposit on fabrics. RIDDAX keeps the wheel so clean that you can wash greasy overalls and wipers, then follow with a load of sheets — without cleaning the washwheel! This advantage is improving the operation and production of many leading family plants.

Yet, effective as it is, RIDDAX will not harm fabrics, fade or streak colors. Whites come out whiter; colors come out brighter!

Ask your Wyandotte representative to demonstrate remarkable RIDDAX in your washwheel. He'll show how you, too, can enjoy these extra benefits at the lowest use-cost known. And, because he handles Wyandotte's complete line of specialized laundry products, he can survey all your washing needs and make timesaving, money-saving recommendations. Give your Wyandotte representative or jobber a call, today! Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California.

\*REG. U.S. PAT. OFF.



*Helpful service representatives in 138 cities  
in the United States and Canada*

her. They feel their expenditures for this part of the service are appreciated.

All shirts are individually wrapped in cellophane and then placed in boxes. Handkerchiefs, individually ironed on special presses, are sealed in cellophane envelopes. Tissue paper is used to protect fine pieces of table linen before they are wrapped. Blankets are packaged in tough, translucent film which protects them from dust and damage on the housewife's shelf. All packaging materials bear the distinctive green Adelman insignie against a plain background that creates an atmosphere of sparkling cleanliness.

An important contributing factor to the high quality of the finished bundle is the high degree to which the plant is conveyorized. Once an item is finished it moves by mechanical means to the wrapping tables and, again on conveyors, to the shipping department. (Exceptions to this rule are shirts and handkerchiefs which are packaged right at the finishing units.) Moving the finished items by conveyor has eliminated the use of trucks and the consequent piling of bundles on top of each other, crushing of packages and the other hazards of extra handling. Another example of the Adelman flair for combining efficiency within the plant with giving the customer her drycleaning and laundry when she wants it.

A unique practice which could well be followed in more plants is Adelman's spot-check of laundry bundles in the shipping department. At least twice every day Miss Roberts, Bill Strauss and Don Dunlop take sample



Hydraulic lift and air-driven grease guns make mechanics' work on trucks faster and easier. (Note plastic dome in roof above)

bundles of finished laundry at random from the drivers' racks and open them for a critical examination. If any items do not measure up to Adelman standards of quality, they are taken to the responsible operators for reprocessing. In this way, each operator knows that her work is constantly subject to criticism by members of the organization; a further incentive to maintaining quality is provided.

Fourteen years ago STARCHROOM visited the Adelman plant and reported that the owners were investing "more thousands for progress." They've been doing it ever since and will continue to, according to Ollie Adelman ("I don't know of a better place to put our money"), on the assumption that those with a keen sense of responsibility to the consuming public will survive and prosper. □□



Outside view of new Adelman garage and part of fleet of sparkling green-and-white route trucks

# What's Your Problem, Mr. Laundryowner?

Competition got you worried?  
Costs up? Production down?  
Fumbling finishers?  
High labor turnover?  
Customers clamoring for better  
quality? Quicker service?

**This invaluable Manual** shows you how to transform the beginner—the slow, unskilled operator—into a productive expert finisher and careful folder. It gives step-by-step routines for training operators to turn out quality finishing on all types of work—and turn it out fast.

It shows folders the quickest, most efficient, most customer-satisfying way to fold flatwork, dress and sport shirts, wearing apparel, uniforms.

It is generously illustrated with how-to pictures—to make the instructions even more easy to understand and apply.

*This Manual of  
40 informative pages,  
14 inclusive chapters..*

**Price \$1.00**

## Here's Your Answer!

Solve your problems with the  
help of this new handbook:

## HOW TO TRAIN FINISHING and FOLDING OPERATORS in the Laundry

By **MARGRET M. RESCHETAR**

*Nationally known demonstrator and instructor in laundry finishing*

### STARCHROOM LAUNDRY JOURNAL

S-8

304 East 45th Street, New York 17, N. Y.

☐ check

☐ money order

Gentlemen:

Please send me my copy (postage paid) of HOW TO TRAIN FINISHING and FOLDING OPERATORS in the LAUNDRY by Margret M. Reschetar.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Announcing the Bill Glover **AUTOMAT** 25 Pound WASHER

only **\$775<sup>00</sup>**



- 1 FASTER WASHING  
SHORT FORMULAS**  
Average Soil 20 Minutes—  
Heavy Soil 27 Minutes.
- 2 CLEANER WASHING  
QUICKER SERVICE**  
Greater Customer Satisfaction
- 3 AUTOMATIC  
SIMPLIFIED CONTROLS**  
The "Automat" controls all  
Washes and Rinses—Automat-  
ically Fills, Drains, Controls  
Water Level and Temperatures.

- 4 STAINLESS STEEL  
HEAVY DUTY**  
Stainless Shell, Cylinder and  
Skirt—Finest Water Seals and  
Bearings.
- 5 SAVE UP TO \$315.00**  
Advanced Engineering and  
Mass Production Bring You  
These Benefits.
- 6 TOP QUALITY THROUGHOUT**  
One of the Most Foolproof and  
Durable Washers Ever Built.

Other Bill Glover Heavy Duty  
Stainless Steel Washers...the  
"Cadillacs of the Open End Washers"

**60 lb. 25 lb. 18 lb.**

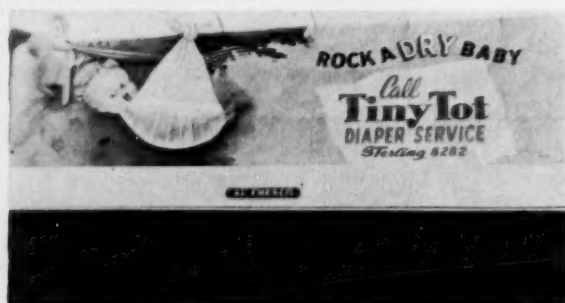
Write, Wire or Call us for information or location of nearest jobber

**Bill Glover, Inc.**

5204 Truman Road

Kansas City 27, Mo.

## Animated Baby Billboard



A clever billboard erected by the Tiny Tot Diaper Service, St. Louis, Mo., attracted the attention of hundreds of passing motorists. Mounted on high trestles and painted in bright colors, it struck the eye of even the speediest car driver. Parodying the Mother Goose rhyme, it was lettered: "Rock a DRY Baby. Call Tiny Tot Diaper Service. Sterling 8282." Fastened to the top of the sign was a much-larger-than-life cutout of a baby in a pinning blanket, which swung back and forth in the breeze.

A series of shaded lights above the sign made the lettering and figure as striking by night as by day.

## Linen Supply Activities

The following events have been announced by the Linen Supply Association of America: Fall meeting of New England Linen Supply Association, Bretton Woods, N. H., September 23-26; LSAA regional clinic, Hotel Statler, New York, October 15-17; LSAA regional clinic, Hotel Sir Francis Drake, San Francisco, November 5-7; LSAA regional clinic, LaSalle Hotel, Chicago, November 19-21; Southwestern Linen Supply Association, Jung Hotel, New Orleans, February 24-26, 1955.

The forty-third annual convention of the LSAA is scheduled for the Ambassador Hotel, Los Angeles, May 10-13, 1955.

## Portable Parking Lot Gate



A portable gate can protect and enhance property at the same time, as proved by this sturdy grille barrier used by Staub & Son, Rochester, N. Y.

The gate is made in three sections with the center section serving as the structural backbone. Hinged "arms" unfold to each side, increasing the total effective span of the gate, and the whole thing is welded on a heavy metal dolly which affords it mobility as well as stability.




Staub's uses the gate to keep its parking area cleared after closing hours. Come closing time, the unit is simply rolled to the center of the driveway and the arms extended. Tampering is prevented for the arm ends are provided with chains which are padlocked to upright metal poles set at each side of the driveway entrance.

In the morning the arms are jackknifed and the gate wheeled to one side of the entranceway.


This particular model is equipped with slide-bar "parking brakes" that slip into the "spokes" to keep the wheels from turning.

## Color-Card Shirt Boards


**Star Palace**  
COLORING CARDS  
get the entire series!



you can add  
crayons  
water colors  
oil paints etc.



No. 83

**Star Palace**  
the HOME OF  DRY CLEANING  
61 NORTH ST. BAKER 7110 1884 EAST AVE.

The small fry are having the time of their lives up in Rochester, New York, where the Star Palace Laundry has inaugurated a new type of shirt board. The boards are faced with coated stock and double as color cards which can be filled in with crayons, water colors, oil paints, etc.

The cards come in sets of 10, with each set devoted to a different setting or theme. That is, one set may illustrate nursery rhymes while another may portray farm life or life on the high seas. In all, there are 100 sets available but since the jobber also prints comic books the possibilities are unlimited.

Star Palace changes the series every 60,000 boards and is currently on its second set. The small additional printing costs are chalked off as advertising expense.

While it is still too early to say what the program has done for the shirt volume, the goodwill created can not be overlooked. The response from the youngsters, however, has been terrific, especially since the company makes sure they hear about it by promoting this feature in TV spot commercials which precede a cowboy program.

August 15, 1954



He's  
got  
the  
"BEST  
SELLER"  
for  
you

Here's a man worth talking to! He can show you quickly how to ring up more sales—through advertising in the Classified Telephone Directory.

The Classified has proved itself a real "best seller." It's found in practically every home, office and factory. And so many people use its 'yellow pages' to find out where to get the services they need.

Naturally, the more headings you're listed under, the more prospects will find you. The Classified Directory Representative knows plenty about local buying habits. He can give you many sound suggestions for getting more customers, more business, more profits.

Call your local telephone business office—ask for the Classified Directory Representative—let him show you how to put this "best seller" to work for you.





President M. U. Wallach finds electric-blanket laundering can be both safe and lucrative. Single blankets bring \$4, doubles \$4.75.



Testing electric circuits before and after laundering is standard procedure at Wallach Laundry in New York City. In many instances this test can protect laundries from unjust, expensive claims. Bulbs light up to give quick visual check if wiring is undamaged.

## How To Wash Electric Blankets

**Safe laundering is assured by taking precautions through every step of inspection and processing**

IT'S NOT TOO EARLY to start thinking about electric-blanket laundering, with the season starting anew in September.

From all indications this promises to be a "hot" year. One prominent electric-blanket manufacturing concern reports having two million users to date and has stepped up its production 34 percent over last year.

Not only are more blankets being sold, but more and more are finding their way into the commercial laundry plant.

Wallach Laundry of New York City recently checked its records and found that approximately one out of every ten blankets received was of the electric variety. The management believes that this ratio is even greater away from metropolitan areas where apartment dwelling is not the mode of the majority.

Some laundrymen have had un-

By HENRY MOZDZER

pleasant experiences with electric blankets. The wiring seemed to be the most common cause of difficulty. The plantowners found themselves faced with costly claims—even when the blankets had been washed according to directions.

The experience of Wallach Laundry's seven years of servicing these items has, on the other hand, been highly gratifying and rewarding.

For many months the management worked closely with several electric-blanket firms to perfect a simple laundering technique which would not impair the blanket's performance. This inspected and approved technique Wallach calls "Aquafoam" and has registered this trademark.

Basically, the technique is pretty much the same as that recommended

in washing woolen fabrics. Mechanical action is kept at a minimum; water levels high; sudsing and rinsing temperatures low, and the formula is kept as short as is practical. In addition, Wallach Laundry exercises certain other precautions which have stood it in good stead. Let's follow the blanket through the plant.

### Identification

Wallach Laundry employs a special invoice on all electric-blanket orders. This is advantageous since its distinctive color makes it easy to get a quick count of the blankets coming in and the washing schedule can be adjusted accordingly.

Each blanket is identified with a machine-marked cloth tag clipped on near the manufacturer's label. Since this area is normally free of wires the possibility of damaging the wiring or insulation with the points of the clip



# "Off The Cuff!"

## ...GO SWEAT STAINS

ESCOLLOID digs out sweat, erases the ugly, greasy soil line on French cuffs and collars—especially bothersome during the hot summer months. Put on a straight ESCOLLOID break and follow it with a good suds.

ESCOLLOID bombards the soil colloidally and keeps the particles bouncing to prevent redeposition. ESCOLLOID helps your soap emulsify last-trace soil stains.

Let ESCOLLOID take over your sweat-stain problem. Try an ESCOLLOID break for better, safer stain removal.



Your Cowles Technical Man will be glad to help set up and maintain easier, faster, safer formulas with ESCOLLOID. Call him today through your Cowles Dealer or write us.

### COWLES CHEMICAL COMPANY

7016 EUCLID AVENUE • CLEVELAND 3, OHIO



## Freedom from rust and corrosion makes **ENDURO** equipment your best buy!

Equipment that stays on the job, requires minimum maintenance, lasts long, and pays its way obviously is your best buy. Those are the qualities ENDURO Stainless Steel helps equipment deliver.

*ENDURO resists rust. Resists corrosion. It is immune to the action of most washing compounds and detergents. It is strong and tough, able to soak up plenty of abuse. It is easy to keep clean and attractive. It is virtually immune to wear, so you can expect many long years of service. You quickly write off its cost, but not its utility.*

Leading manufacturers are offering ENDURO's qualities in all kinds of laundry equipment. Republic will help you locate them. Write:

**REPUBLIC STEEL CORPORATION**  
Alloy Steel Division • Massillon, Ohio  
GENERAL OFFICES • CLEVELAND 1, OHIO  
Export Department:  
Chrysler Building, New York 17, New York

**REPUBLIC**  
**ENDURO STAINLESS STEEL**



Other Republic Products include Carbon and Alloy Steels — Steel and Plastic Pipe, Tubing, Lockers, Shelving, Fabricated Steel Building Products





**Blanket washer loosens soil by running blanket through rope-covered rollers into suds bath.** Agitation is kept at minimum and water temperatures under 100°F. Note temperature indicator at top right.

is nullified. (Some plants make a practice of attaching the identifying device to the binding to accomplish the same end.)

#### Testing

The blankets are next subjected to a test which quickly indicates whether or not the electrical circuits are in working order. For this purpose Wallach uses a wall panel containing several series of lights and standard test plugs from all the known makes of electric blankets. If the light bulbs fail to go on when the blanket is plugged in, this means that the wiring is defective. The blanket is set aside and the customer promptly notified. All other blankets are further examined for holes, rips, spots and stains before going to the washroom for the laundering process. Actually, very few of the blankets received by this plant are unsuitable for laundering.

#### Washing

**Equipment:** While some operators, following the proper precautions, have obtained good results washing electric blankets in pony washers and "Y" pocket wool washers, Wallach's favors the use of a three-tub blanket washer for at least two reasons: (1) Mechanical action is reduced to a minimum, and (2) since most of the work is done by hand, there is little chance of exceeding the low temperatures (90° to 100°F) required in washing items of this type. The average person cannot keep his hand in water much over 120°F.

It should be pointed out here that exhaustive tests reveal that it is mechanical action in conjunction with high temperature that causes wools to felt and shrink.



**Ready for extraction, blankets are gathered lengthwise and wrapped around inside of extractor basket to minimize possible kinking and/or breaks in wiring circuit.** Greater care is exercised with electric blankets because they are usually thinner than regular blankets.

The blanket washer in use at Wallach's is spanned by a set of nylon-rope-covered rollers running the length of the unit. The lower roller is motor-driven while the upper one is free with only its weight keeping the two in contact. This provision makes it possible for the rollers to take almost any thickness of material and enables the electric plug attached to the blanket to go through with little danger of being crushed.

A mixing valve equipped with a temperature indicator makes it possible to provide water at the recom-

mended 90° to 100°F temperature. Experience has proved that this range is adequate for removing the small amount of soil normally found in electric blankets and that it is the safest range at which to operate if felting and shrinking are to be avoided.

**Supplies:** Besides plenty of lukewarm water, Wallach's uses a low-titer synthetic soap in paste form. (Low-titer potassium soaps may also be used.) Soiled bindings are hand-scrubbed with a synthetic penetrant of the type used in removing ground-in soil from



"... and good day to you, too, Miss O'Brien."



Stretching blanket after washing overcomes almost entirely tendency to contract. Blanket is fastened to stretcher just inside binding to avoid tearing binding. Lines were inked in on photo to give idea of how wires are arranged in channels running length of blanket

shirt collars and cuffs. Excessive rubbing is avoided, especially if the binding is made of silk or rayon.

Wallach's makes no attempt to build the soap by adding additional alkali to the sudsing operation. This is another wise precaution, for traces of alkalies can take on a yellow cast if wool is exposed to too high temperatures in drying or if the manufacturer had originally used a reducing rather than an oxidizing agent for bleaching white wool.

**Procedure:** The blankets are placed in a high suds bath in the first tub—about six at a time—and allowed to soak for several minutes without any form of agitation. The operator then takes one of the blankets and passes it through the rollers and back into the suds bath. This roller process is repeated two or three times. On the final run the operator brings the blanket up over the top roller and guides it into the second tub for rinsing. In this way, most soap has been removed.

The temperature of the water in the rinse tub is kept the same as that in the suds bath—between 90° and 100°F. The blanket is then passed once or twice through the rollers and is then brought over into the third tub for souring.

Cool tap water is used in this final stage and only enough sour is added to bring the pH down around 5. The blanket is then put through the roller once more and is finally placed in a hamper ready for extraction. Each blanket is taken in turn and washed in a similar manner. The tubs are then drained and refilled for the next load.

It takes about 15 minutes to wash six blankets this way and the one man assigned to the operation at Wallach's can do between 80 and 100 of them in a single 8-hour day. Conceivably, the operation could be speeded up but Wallach management feels the risk of damage would be too great.

In handling the saturated blanket the operator uses two hands, supporting the middle with one and the end

with another. This prevents distortion and possible damage. As an additional precaution, that part of the blanket containing the electrical plug is always passed through the rollers last to guard against tangling and tearing.

### Extraction

Wallach's extracts its electric blankets in a 54-inch extractor. The average running time for a load of six blankets is 4 minutes, while a dozen would be given an additional 2-minute run.

### Drying

The blankets are then stretched as near the original size as possible on an adjustable frame and are cabinet-dried for 10 minutes. Treated in this manner, the blankets can be returned practically free of any shrinkage and without the wiring being disturbed in its channels.

Electric blankets should never be overstretched and under no circumstances should they ever be tumbled dry.

### Finishing

Wallach's finds it unnecessary to card electric blankets and thereby eliminates the possibility of abrading the wires or insulation. The nap can be raised if necessary, however, by judicious use of a stiff-bristled brush during or after the drying operation.


All bindings are touched up by hand after the drying process, and then the blanket is once again inspected to see if the circuits have been impaired in any way. When the blanket has passed this test satisfactorily the Wallach plant then affixes a guarantee label attesting that it had been found in perfect operating condition both before and after laundering. If a complaint is received and this seal is not found on the blanket then the company can assume that the blanket had not been processed in its plant.

### Packaging

Wallach management feels that proper packaging not only protects the blanket but is appealing to the customer as well. Each blanket is wrapped in pliofilm and is protected with an additional blue wrapping bearing the Aquafoam trademark. Plioilm is preferred to cellophane since it is tougher and can be reused.

The firm gets a lot of repeat business and goes after new customers by employing direct-mail campaigns as well as route-salesmen contests.

Although electric-blanket laundering is seasonal, Wallach Laundry finds them coming into the plant six months out of the year. The best four months are October, November, May and June. □□



"not a shirt complaint  
since we changed"  
*to...*

# SUPREME

ONE OF  
**CLINTON'S**  
*"Petal Smooth"*  
LAUNDRY STARCHES

NON-CONGEALING ... USE HOT OR COLD  
GIVES FLEXIBLE FINISH ... EASIER IRONING

- Clinton Laundry Starches give you quick boiling and fast penetrating action
- Planned, processed and manufactured to meet top-quality standards.
- Contain no chemicals to cause discoloration or weakening of fabrics.
- Every batch scientifically formulated and laboratory tested for uniform quality.



CLINTON SUPREME STARCHES  
*always smooth like a summer breeze*



# CLINTON

**CLINTON FOODS INC.**  
CLINTON, IOWA



## ADVERTISING FOR THE LAUNDRYOWNER

Examples of balance in two similar ads. In ad at left masses of black and white are balanced to give feeling of action and movement. "2 Big Hits" is centered, with only script "Always" beyond strict mirror-image balance of two sides. Notice also various kinds of hand lettering. These two ads use no illustration as such but involve a good deal of commercial art work.

### PART IV

## What You Should Know About the Production Of Your Advertising

By ROBERT M. PLACE

PRODUCTION IS THE TECHNICAL side, the mechanical means by which you are going to get your advertising message to your prospect. Once you have decided, in a general way, what you want to say in your advertising—and to whom you are going to say it—you must begin to think of the production of your advertising program.

Actually, after you have decided a few basic points, you'll find that your

printer or newspaper representative may be able to handle most of the technical details for you. If you have retained an advertising agency or a consultant you will be paying for technical advice of this kind and should get it. But you'll need to work with him in order to know what mechanical means for printing your advertising are available to you, an important factor in planning your ad series.

### 1. Considerations in layout

We'll assume that you have decided upon a newspaper campaign and a certain budget within which to work. The first consideration then is the size or sizes of the ads. You know that you are going to run a series of advertisements of a fairly similar nature, so it is natural to think first of running all the ads of the same size.

On the other hand, the size depends somewhat on what you are trying to do. If you are announcing some big event, you may want to start off with a full-page announcement, then drop to smaller sizes for the rest of the series. If you are running a group of teaser ads to arouse interest before you make your announcement, you will make them fairly small and frequent, then jump to your larger ad.

Whatever you decide about the size of your ads, remember that as a rule frequency of advertising is much more important than size. In other words, four quarter-page ads will do you more good than one full page and eight eighth-pages will do more good than either.

The shape of your ad, too, may vary, but as a general rule it will run to the vertical rectangle, about the same shape as these pages. For novelty a full-length single column or an ad only several inches high and several columns wide may be run, but usually they are not to be recommended.

Now that the general size of your ads is determined, you purchase an area of white space in your newspaper. Some are inclined to think that the purchase of white space is the most important consideration, but actually it is merely the buying of a location for the finished advertising. It is the real estate upon which you will build an attractive sales office. As the land around a home has a good deal to do with its attractiveness, plenty of white space around your ad not only acts as a fence to separate it from the material next to it, but actually is as attractive as the front garden of the home. You will notice that the better stores display only a little merchandise in their windows, while cheap stores jam the windows with as much as they can get in.

The three basic elements of your ad will be (1) the headline, (2) the body copy, and (3) your name—the signature. These three, with whatever illustrations or art work you use, will be placed in your white space to the



## ANOTHER WAY YOU SAVE WITH FORD TRIPLE ECONOMY



### Comparative movements required in ONE start-go-stop delivery

**MANUAL SHIFT . . .** To make one complete delivery (from dead stop to road speed to dead stop again) driver must go through a total of 20 pedal and shift movements with a manual-shift transmission.

**FORDOMATIC . . .** For the same delivery with *Fordomatic*, driver needs only 6 hand and foot movements (only 4 for ordinary traffic stop). *Fordomatic* does the rest for greater speed with less fatigue.

# How FORDOMATIC DRIVE saves time in stop-go work!

**Above comparison shows how many time-wasting, driver-tiring motions are saved with Fordomatic Drive!**

Consider a typical 50-customer route having only ten stop lights and stop streets. With manual-shift transmission, the driver must make 1200 separate hand and foot movements just to stop and start the truck. *Fordomatic* slashes this to 340 movements—less than one-third the work!

Figure it out on your own routes. You'll quickly see how fully automatic *Fordomatic* Drive relieves the pressure of tight delivery schedules, cuts stop-and-go route time. Gone is the fatigue of constant clutch and gearshift handling. The driver stays alert . . . to do a more efficient job.

There are plenty of other savings, too. With no clutch to service, repair or replace, one of the big maintenance costs in stop-go work is eliminated. And because the driver can concentrate on driving, he avoids costly traffic mishaps. See your Ford Dealer for complete details, or write: Ford Division, Ford Motor Company, Dept. T-31, Box 658, Dearborn, Michigan.

*Make Courtesy your Code of the Road!*



**Handsome new Ford F-100 8-ft. Panel** available with *Fordomatic* Drive at worth-while extra cost. Choice of 130-h.p. Power-King V-8 or 115-h.p. Cost Clipper Six.

### SAVE WITH ALL THREE!

**1. Gas-Saving Power! 2. Driver-Saving Ease!**

**3. Money-Saving Capacities!**

*And . . . Ford Trucks last longer, too!*

# FORD TRIPLE ECONOMY TRUCKS

**MORE TRUCK FOR YOUR MONEY!**



housewives call it a  
LIFE SAVER  
husbands call it a  
WIFE SAVER

THE OLD COLONY  
Launderers

100 QUINCY AVENUE • Telephone PRESIDENT 5000

**A well-balanced ad.** Notice how capitalized punch words balance lighter weight of script lettering. Examine fine lines of art work which calls your attention to the ad

best possible effect. Here you cannot consider the words as words but as shapes or masses of type. Your problem is to arrange them attractively in your white space.

## 2. The balance point

The simplest arrangement would be to center each element, one above the other, within the space—to line them up perfectly balanced so that the left half of the ad is a mirror image of the right half.

If you think of the various masses as having weight and, in imagination, were to stick a pin through the accurate center of your ad, it would hang perfectly balanced from the pin. Furthermore, if you spun the ad around the pin, it would come to rest right side up, because there is a little more weight in the bottom half of the ad than in the top half.

This is the formula for the simplest type of balanced layout—centering the masses of illustration, headline, body type and signature. However, such an arrangement tends to be dull in appearance—it is static, without apparent motion.

In order to get a more dramatic layout, move some of the masses to the left of center and, in order to maintain perfect balance around the midpoint, you'll have to move other masses to the right. Here the principle of the seesaw tells you exactly where to

move your shapes—a small shape further out balances a larger shape nearer to the fulcrum, just as a small boy at the end of the board balances an adult sitting near the balance point.

Balance is very important, but it sounds much harder to achieve than it actually is. Just by looking at the layout, you can pretty well tell if it is in balance, because if it's not balanced it will not be pleasing to your eye. A tall thin illustration way out to the left can be balanced by a fat squat mass of type stretching from the center to the right. By breaking up the regularity of a centered layout, and maintaining the balance at the same time, you introduce a feeling of motion into your ad that produces considerable interest.

## 3. Type faces

The type you can use depends upon what your printer or newspaper has available. You can ask them for a type book which contains samples of the various type faces and sizes that they have on hand. They will be glad to give you a copy to keep.

In examining your type book you'll notice that there are many different kinds of type for you to choose from, and that they fall into several general classes. The regular type that is most often used is straight up and down and has little cross lines, called serifs, at the endings of the lines making up

the letters. (This article is printed in a serif type.)

The second most popular kind of type is called sans serif (without cross lines) and is a sort of block letter, originally used for headlines but now used for modern type faces. Because it lacks the serifs, it has a cleaner appearance and is the kind of type we would usually recommend for your use—since you are trying to put over a feeling of cleanliness that is your business. (The captions under the illustrations for this article are in sans serif type.)

Other kinds of type may be used for emphasis and variety. Italics—the above-mentioned types slanted rather than straight up and down, and script—a modified form of handwriting, are the most often used.

In addition to these four basic kinds of type there are many novelties, such as cartoon type, circus type, shadowed types, etc. If you want a special effect, or for novelty, you can use one of these. Better yet, have a local commercial artist hand-letter your headline, since variation is unlimited in hand work.

## 4. Art work

If you are going into regular display advertising, you will probably want to use some art work—some sort of illustration—to spice up the attention value of your ad.

There are many sources of art available to you. The best, of course, is original art made especially for your ads by a commercial artist in your own town. However, you can get advertising mats from many different sources. The American Institute of Laundering has a mat book that contains a number of illustrations you can buy for a nominal charge for your own use. Most newspapers subscribe to mat services that issue huge books of art four times a year—art that you may use without charge in most cases. Many manufacturers of laundry or drycleaning equipment also make available to you mats of special art work applying to their products.

Art, as you know, must be made into a photoengraving before it can be used in the form of a "cut." Basically there are two types of photoengravings you can use—line cuts and halftones. Line cuts are cuts made of illustrations without any shading—blacks are black and whites are white and there's nothing in between. As a general rule, line cuts are best for your type of advertising because they are very clear and cleancut.

Halftones are made up of tiny dots to give various shaded tones of gray—there are no pure whites or blacks in a halftone, and so the effect is that of

# THIS COULD HAPPEN IN YOUR PLANT, TOO



One of the features of the new Matched Team Detergency washing method of particular interest to most laundryowners has been its ability to lower washing costs, and at the same time produce top quality work.

## DOES MTD FULFILL THIS PROMISE?

*Let's look at the record . . .*

A Midwestern laundry which recently adopted the MTD washing method reports savings of \$58 a week — or

# \$3,016

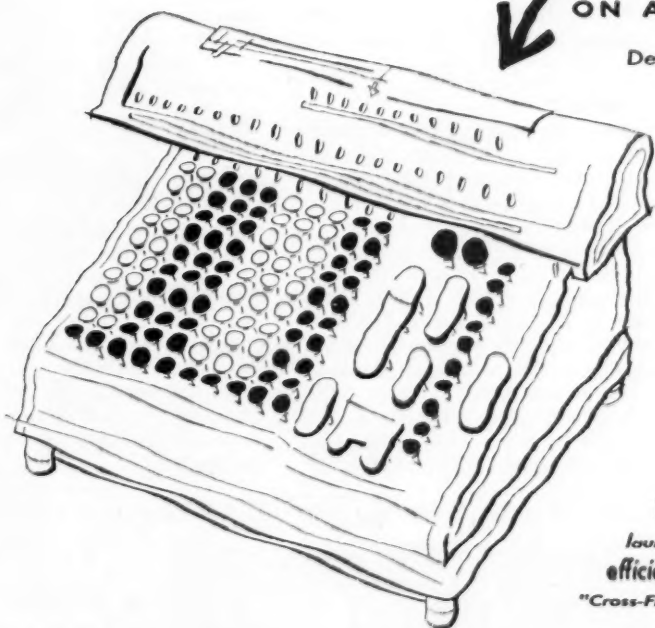
ON AN ANNUAL BASIS.

Detergent savings alone averaged \$45 a week, and weekly savings on fuel, water and bleach amounted to \$13.

## IN ANOTHER

progressive laundry which went over to MTD—this one in the South—owners report that they not only saved considerable money on supplies, fuel, water and bleach, but also saved enough on overtime washroom salaries to pay for all washroom supplies.

These are two of the many "success stories" laundries have reported after switching to the efficient new MTD washing method with unique "Cross-Fire Cleaning Action." Want the whole story?



## ASK YOUR P & G SALESMAN!

PROCTER & GAMBLE, BULK SOAP SALES DEPARTMENT, CINCINNATI, OHIO





"Oh, yes! I get a lot of good out of the trade journals you give me."

a photograph. Halftones are made in varying degrees of fineness of the dots—known as screens. Because newspaper stock is rough and coarse, a much coarser screen must be used than can be used on a coated stock like that of this magazine. If a halftone made for STARCHROOM were to be run in a newspaper, the chances are that the tiny spaces between the dots would fill with ink and you'd just get a black blob on the paper.

All in all, line cuts and simple illustrations are better for most laundry advertising. Photographs and elaborately air-brushed work reproduce rather poorly in newspapers, are expensive and require the more expensive halftone cuts. A certain amount of variety can be achieved in line cuts, too, by using fine ink lines to produce a grayed effect, or with Ben Day paper, which consists of tiny patterns that can be laid over the art work to break it down into grays.

Your art should be simple, and should work for you beyond the attention factor. If one picture is worth a thousand words, your picture should convey the right thousand words to get you more business. In other words, your illustration should be tied into the message you are trying to carry to your prospect. Pretty girls attract attention in advertising, but they seldom sell the product. Avoid far-fetched illustrations that have to be dragged into your copy by the heels.

A commercial artist is familiar with the tools of his trade, and is well worth the money you will have to pay him. He knows, for instance, all about photoengraving and which types of art—which techniques—will reproduce best. He knows how to achieve effects with a minimum of cost. He is generally able to save you money on photoengraving to help cover his charges for the art work.

### 5. Color

If you are planning a circular or a bundle stuffer, you'll want to use color rather than black and white. Papers come in a great many different colors, and inks can be blended to make any color there is. So, instead of black on white, you can use blue on yellow, or green on pink, or red on gray. In addition to the two colors you get from your ink and your paper, you can get other colors by use of finer or coarser screen or Ben Day's. Color is a big asset to any advertising—and it is a mistake to use plain black and white when you can get color at practically no additional cost.

Ask your printer to show you sample books of the various colors and types of papers he has or can get for you. There are two-toned papers available—one color on one side, another on the reverse. When these are folded in such a way that parts of both sides are visible, you automatically add another color dimension to

your printed matter. You'll also get some good ideas from the various finishes of paper. There are linen finishes, for example, that are naturals for special promotional pieces on different kinds of textiles, and other types of paper that will suggest good ideas.

### 6. Your "morgue"

The more you know about any subject under the sun, the more interesting you find it.

As you work with the physical aspects of your advertising campaigns, you'll begin to pick up many new and interesting ideas that you'll want to use later. If you are a typical reader, you probably recognize that there are various styles of type in use, but actually you haven't much of an idea about any type faces. Start examining the advertising in your newspaper, in your favorite magazines, in the outdoor posters along your city's streets.

You will find it useful to start a "morgue" or file of ideas that you see and like and might be able to use later in your own advertising. Perhaps you'll see a hand-lettered headline in an ad which appeals to you and might appeal to your customers. Cut it out and file it away in your morgue drawer. Maybe you'll find some illustrations that might go with a laundry campaign. Save them. As you examine the illustrations used in advertising, you'll discover many differing techniques used by artists for various reasons. Clip out samples to file away against the day when you'll want those illustrations you've saved redrawn in a particular style.

You might keep your morgue in two basic sections—one of ideas and one of methods.

In your idea file you'll have suggestions for advertising programs, themes, catch phrases, and samples of ads that have worked for other plants.

In your methods file, you'll have sections on the various aspects of production—a collection of layouts that you like, a type book and samples of hand-lettering that might be useful, art worked saved for suggestion value or treatment, a color book of paper stocks and a color book of inks—even samples of wallpapers that combine two or more colors in an appealing way.

Start building your morgue of scraps and clippings now and keep adding to it. When the time comes (as it will) when your mind is an absolute blank, turn to the morgue and start examining all of the samples you've saved. Somewhere in that drawer you'll run across a knockout of an idea that will give you your most successful advertising campaign. □□



# You Can't Lose When You Have All Five



- PERFORMANCE
- PRODUCTION
- PROFIT
- PRIDE and
- **PRE-DRYING**  
*in the NEW*

## PURKETT CONDITIONER

### FOR FLAT WORK AND GARMENTS

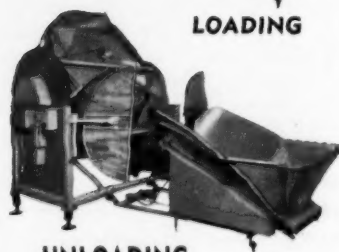
It Removes 10% More Moisture . . . Provides  
20% Heat-Rise in Only 5 Minutes Tumbling

THE NEW MODEL PRE-DRYING CONDITIONER  
OFFERS 7 DISTINCT ADVANTAGES:

1. Saves labor.
2. Speeds up ironing.
3. Eliminates costly manual shake-out and transporting.
4. Saves hours of high cost time on loading and unloading. Loads and unloads non-stop with push-button control. Loads one side; discharges other side for steady flow of properly conditioned pieces.
5. Quickly pays its way in lower cost, improved performance, dependable day-in and day-out trouble-free operation.
6. Enormous capacity . . . up to 250 pounds per load.
7. Timer control assures uniform quality; cylinder reverses automatically.

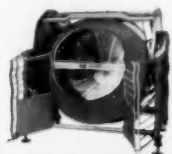


LOADING

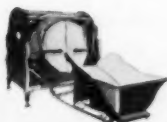


UNLOADING

THERE ARE PURKETT TUMBLERS  
FOR ANY NEED!



UNHEATED  
SHAKE-OUT TUMBLERS



72" BIG MOUTH  
HEAT CONDITIONER

MANUFACTURED BY  
**PURKETT MANUFACTURING COMPANY**  
JOPLIN, MISSOURI



# New Chevrolet Trucks

deliver more power, more  
ruggedness, for less money!



Making sure the truck you buy has plenty of power and chassis ruggedness is good business in any man's book. Getting the money-saving extra power and ruggedness of Chevrolet trucks is better business in any man's bookkeeping.

#### EXTRA POWER MEANS BIGGER SAVINGS

No doubt about it, the extra power you get from new high-compression Chevrolet truck engines means you're going to pay out less for gasoline. Over a year, that adds up to a sizeable savings. Increased power brings time-saving benefits, too—greater acceleration and hill-climbing ability . . . you haul faster, get the job done quicker!

#### GREATER RUGGEDNESS CUTS OPERATING COSTS

Heavier axle shafts and wheel hubs on two-ton models; bigger, more durable clutches on light- and heavy-duty

models; stronger, more rigid frames on all models. These features pay off in extra-low upkeep costs . . . extra miles of dependable truck life.

But these while-you-drive savings aren't all, by a long shot. You even save when you buy. For Chevrolet is America's lowest-priced line of trucks. Stop by your Chevrolet dealer's soon to see the "savingest" trucks on the road. He'll show you models ideally suited to your job, with facts to prove you'll get more for your money. Chevrolet Division of General Motors, Detroit 2, Mich.



**MOST TRUSTWORTHY TRUCKS  
ON ANY JOB!**

#### CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

**THREE GREAT ENGINES**—The new "Jobmaster 261" engine\* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION\***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models.

**DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT\***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

\*Optional at extra cost. Ride Control Seat is available on all cabs of 1 1/2- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.



Multiple-stub ticket serves to identify parts of a customer's bundle as it is sent to the finishers following damp assembly. The unique Samoset ticket has portion of original laundry list on back of each stub

novel part of the Samoset system is that the original laundry list stays with the order and the parts of the order can be processed independently without delay.

To put the cart before the horse, what Samoset actually did was to divide the laundry into four separate and distinct departments—flatwork, wearing apparel, shirt, and tumbler department.

Once the laundry is past wet assembly, each department is responsible for finishing, assembling and wrapping its own work. This means that the laundry patron getting his completed bundle would receive it in anywhere from one to four packages, depending on what had been sent in.

How is it possible for all departments to receive the original laundry list? Samoset uses a detachable-stub laundry invoice. There's nothing new about this type of ticket. It's in common use in many plants today. But Samoset has gone one step further by printing a laundry list on the reverse.

The Samoset invoice-laundry list is so arranged that each department gets only that part of the list which concerns it directly. For example, the

tumble department invoice stub has only that part of the laundry list which itemizes towels, spreads, pillowcases, etc. It took management a year and quite a bit of juggling to make the ticket work out this way. They frankly think that the ticket would need some adaptation for use in other plants. To have the system working properly requires the proper grouping of equipment, adequate space for assembly and wrapping, as well as a certain amount of customer cooperation.

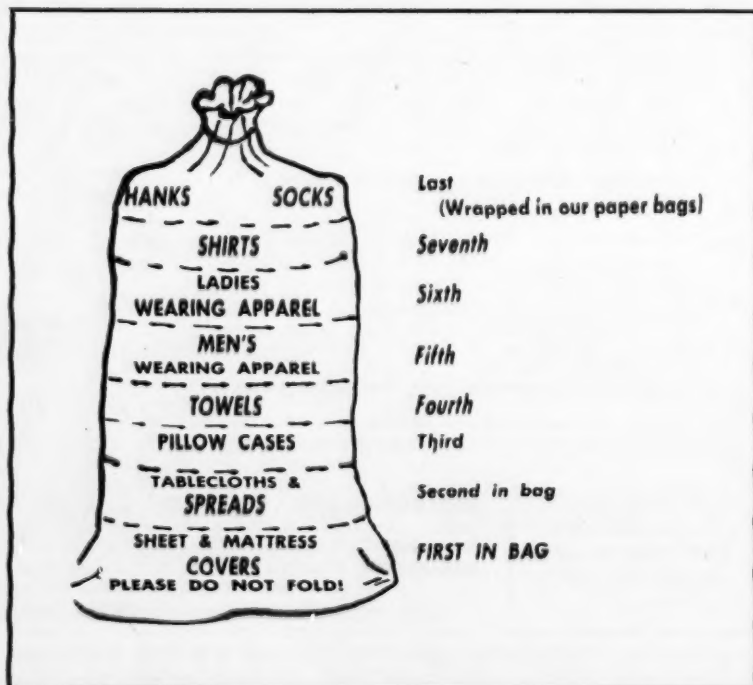
### The ticket

**Front:** Samoset's ticket is 4 inches wide and measures just over 12 inches in length. It is a multiple-stub affair which is perforated so that it can be torn into eight sections.

One section accompanies socks, another handkerchiefs, the next tumble work, and there are stubs for wearing apparel and shirts.

In addition, there's a stub for the route salesman's record and another for the office. The latter is used for billing, and as a check on service popularity, production and dollar volume. Although the present ticket carries eight numbers for the type of services, Samoset is currently offering six. They are wetwash, rough-dry, press-finished, two types of hand-finish service (with and without starch) and list bundle.

Each section carries an invoice num-



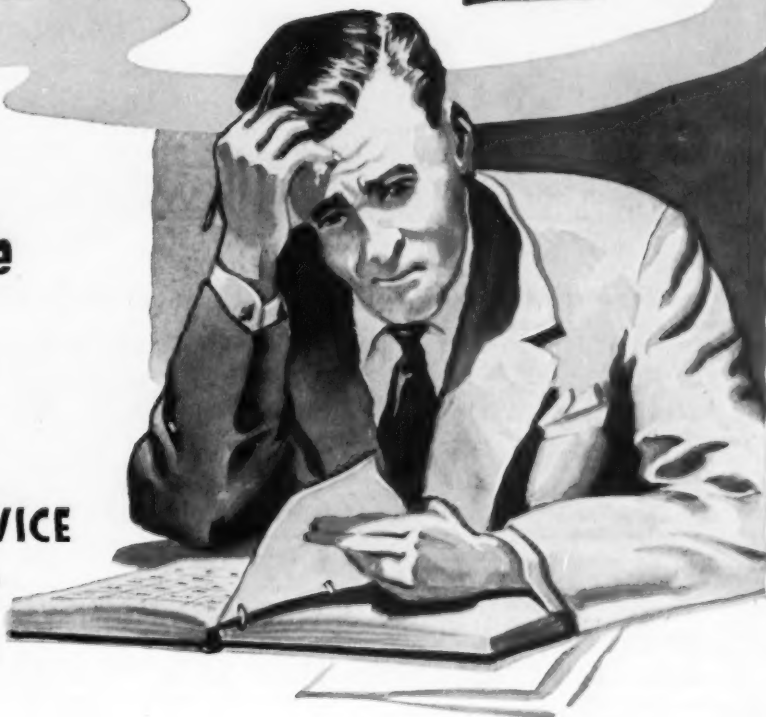
To simplify marking-in Samoset customers are urged to pack laundry bundle in prescribed manner shown here. Prearrangement speeds sorting, minimizes errors and losses



Ever get that **UNEASY FEELING**  
when you study your laundry  
route delivery **COSTS?**

**DIVCO**  
**Special Long-Life**  
**Construction**  
**Features . . .**

**GIVE YOU MANY**  
**EXTRA YEARS SERVICE**  
**ON MULTIPLE-STOP**  
**LAUNDRY ROUTES!**



● DID YOU ever take time to critically study the individual record of every truck in your route fleet? Check gasoline costs, maintenance, repair parts and labor, mileage, years of life, depreciation. What you are paying for these items will probably amaze you! Lightly constructed conventional trucks that wear out in 4 or 5 short years simply cannot compare with sturdy, long-

life Divcos deliberately designed and engineered for long, faithful, economical route service. Thousands of Divcos, still in use, were bought 8, 10, 12 and even 15 years ago! Part by part, Divco is stronger construction throughout. Maintenance, repairs, are negligible. Start building up your Divco fleet NOW! You will eventually save thousands of dollars by doing so.

**DIVCO PARTS ARE**  
**AVAILABLE ON ALL**  
**MODELS MADE SINCE 1938!**

**Over 100 Strategically**  
**Located Parts Depots**  
**Assure Fast Parts Delivery**



**DIVCO CORPORATION—MAIL ADDRESS: P. O. BOX 3807, PARK GROVE STATION, DETROIT 5, MICH.**



Each department does its own assembling and wrapping. Girl in foreground wraps tumbled work while one in background wraps flatwork. With this system there are no long waiting periods for incompleting orders.

ber as well as a route number, which are printed in a different color for each of the eight routes. The ticket used by cash-and-carry customers has no route number but it is yellow in color while the route tickets are white. Otherwise, there are no exceptions.

**Back:** The reverse side of the ticket has a laundry list and a space for the customer to list articles valued at more than \$25. As mentioned previously, the list is purposely arranged in groups corresponding to the department in which the items are to be finished.

There is also a section devoted to customer control. The route salesman fills this out, giving the date of call and the type of service normally requested. If the laundry is being done in the home, he checks whether it is being done by a laundress (L) or by the customer herself (S). He also notes whether it is being done by machine (M) or by hand (H). If the competition is coming from outside the home, boxes are provided for checking laundermat (L), hand laundry (H), or other plant (PL).

There is also provision made to check the reason for discontinuing dealings—whether it's because of price (PR), quality (QU), service (SER), a claim (CL) or because the customer has moved (MO) or is considered a credit risk (CR.R).

#### How the ticket is used

The ticket is prepared by the business office before it goes out. The office stencils the customer's name and address on six of the stubs. The stencil

gives the number(s) of the service subscribed to as well as such information as shirt identification number, starching preference, whether delivery is to be made at the side or back door, whether the customer has a credit rating with the company, etc.

The route salesman leaves this prepared ticket with the customer as he makes his weekly call. About 70 percent of the patrons make use of it.

On reaching the plant, the bundle is weighed in and separated into color and starching classifications. Shirts and slacks are individually marked while the remainder of the work is pinned and netted in appropriate classifications. As the lot is completed, the work then goes to the washroom while the tickets go to the office for pricing. (Twenty-five orders make up a lot.)

The office prices the order by machine, carrying the cumulative total on three of the stubs—once on the wearing apparel stub, once on the shirt stub and again on the office stub. Since the office uses a standard rate schedule for pricing, it's up to the mark-in girl to call attention to any item which might need additional handling and bring the price in line with the service rendered. If any change of this type is made or if an item is removed from the order, for one reason or another, the item is circled on the list and the party responsible initials it.

If the mark-in girl notices a discrepancy between the customer and company count, she clips a memo form to the ticket. The office then phones the customer reporting the

shortage. Usually the customer recalls where the error has been made and this call helps maintain goodwill.

The office stub is then removed and kept as a matter of record; the remainder of the ticket is sent to the wet-assembly department.

At wet assembly, the order is re-netted according to the way in which the work is to be finished and a stub accompanies each part. Since the shirts are done together by lots, no attempt is made to sort or separate them until they are finished and reach the packaging stage. The stubs in this case are sent on to the assemblers in the shirt department.

Each department assembles and wraps its own part of the order, pasting the addressed stub to the outside for purpose of identification. The packages are then placed on trucks and moved to the route salesman's storage bins according to the date of delivery.

In a sense, the routeman does the final assembling. But since he has to load his truck and set up the route schedule, anyhow, there hasn't been any objection to the system. The route salesman knows the individual customer's order is ready when there's a stub present from each of the four departments. Often all four stubs are on one package. This may happen when the customer sends a bundle requiring only one type of service. No part of the ticket is ever thrown away. If the assembly holds up the route salesman in any way, it isn't reflected in route sales averages. Last year the eight routes averaged \$725 each per week. □ □

*My blankets came back  
soft, fluffy  
really clean!*

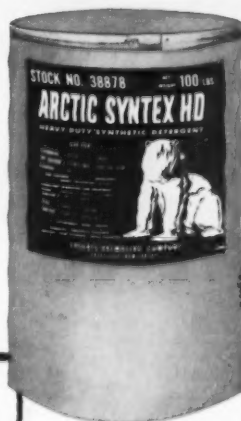


For Blankets—For Those Difficult Specialty Jobs—Use

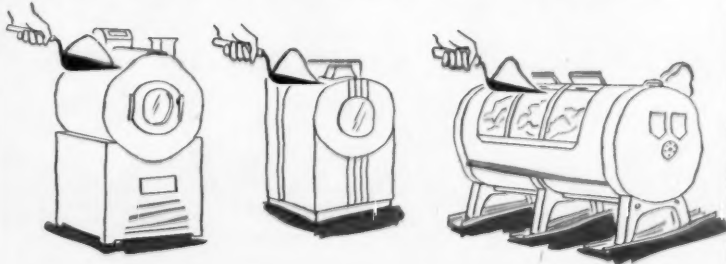
## ARCTIC SYNTEX HD

### COLGATE'S Safe, Easy-to-Use Heavy-Duty Detergent

**Arctic Syntex HD** is particularly effective for washing woolens, synthetic fibres, all kinds of colored goods, diapers—and for hard-water washing of white work. It's easy and safe to use . . . makes abundant suds. Gets work really clean.



**NO MATTER HOW YOU WASH BLANKETS—  
ARCTIC SYNTEX HD IS YOUR ANSWER TO SATISFIED CUSTOMERS**



### COLGATE-PALMOLIVE COMPANY

Jersey City 2, N. J. • Atlanta 5, Ga. • Chicago 11, Ill.  
Kansas City 5, Kans. • Berkeley 10, Calif.

#### Other C. P. Products

#### for the Laundry Industry

**Colgate Formula 40**—Ideal for hot-water washing of all white work and fast-colored goods. This fine, high titer built soap assures better "sudsibility," quicker rinsing, cleaner finished work and lower soap consumption. Use direct to the wheel.

**Colgate Laundry Brightener**—Revolutionary new detergent aid—guarantees whiter whites, brighter colors, every wash!



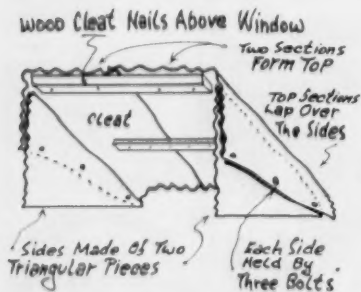
**FREE!** New 1954 Handy Soap and Synthetic Detergent Buying Guide. Tells you the right product for every purpose. Get a copy from your Colgate-Palmolive representative, or write to our Industrial Dept.

## Rhapsody in Bellevue

THIS DEAL of being a roving reporter, of sorts, for a business paper may not have the glamor of a *Life* or *Saturday Evening Post* assignment, but it has its exciting moments. Some day when I feel really reminiscent I may list some of the things that can happen to an old country boy.

Take this last trip I made into Wisconsin in search of the elusive gadget. It seems to be my luck to hit only the most "unusual" weather in any state I visit. I drove smack dab into the tornado that flattened several farms in southern Wisconsin. For a funny feeling try that at night. An auto 50 yards ahead of me was blown clear off the road onto the left shoulder. Sometimes you wonder why you ever left the farm.

Compensation: Saw some well-operated laundries and met some old friends.



### Aluminum Awnings

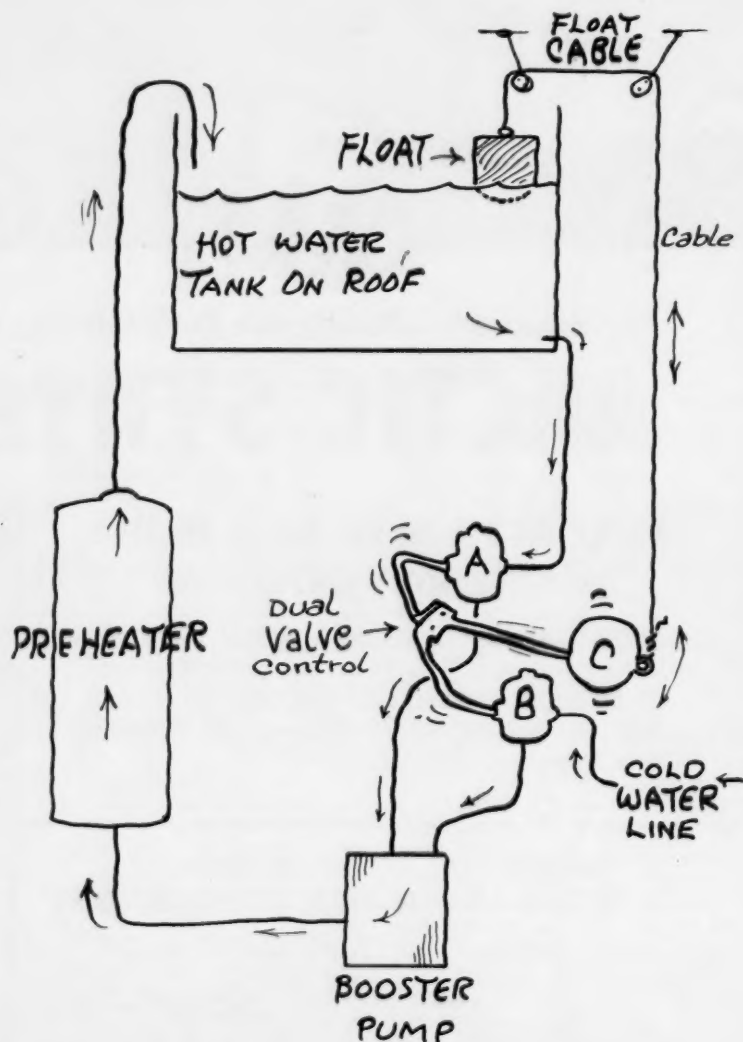
Missed seeing Frank Normington at Normington's Laundry in Beloit. However, his manager, John Woodford, squirmed me around their nice plant and, lo and behold, showed me enough gimmicks for this month's column.

The first has to do with inexpensive homemade awnings which are used on the upstairs windows. These awnings of corrugated aluminum sheets cost no more than previous yearly replacement for the conventional canvas type.

The sloping hood of the awning is made of two 2-foot-wide pieces held together by a couple of wooden cleats. The edges of the sheet aluminum are bent over and bolted to a pair of triangular pieces, of the same material, that form the sides. The wooden cleat at the top of the hood is nailed to the window-frame top and holds the awning. I think they used a couple more pieces of 1-by-2 along the wide part

of the triangular-shaped sides to hold them to the window frames at the side, but I couldn't swear to it. The

corrugated aluminum has amazing strength, although it is easily cut with tin snips.



'A' + 'B'... QUICK OPENING VALVES  
'C'... BALANCE-WEIGHT, OPERATES VALVES

### Hot-Water Control

At his laundry in Beloit, Wisconsin, Frank Normington has solved the problem of keeping his hot storage water at a constant temperature for

the washroom. A balance weight, activated by a float in the hot-water tank on the roof, controls two quick-acting valves near his preheater. One valve controls the flow of storage



ALL 5 IN ONE SOUR...

SAFE ON ALL CLASSIFICATIONS

100% SOLUBLE

DESTROYS MOTH LARVAE

PREVENTS ROLLING

SANITIZES BETTER



# SANI-SOUR

*Sanitizes and Neutralizes*

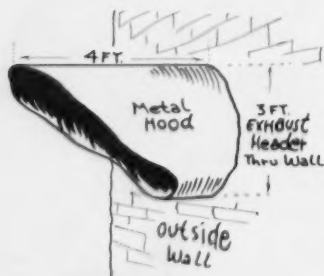
Consult your Keever Sales-Service Man

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO

water, while the other valve controls the cold-water line to the preheater.

When the water level in the storage tank lowers, the float raises the counterbalance arm, which opens the valve that permits cold water to be fed into the preheater and on up into the hot-water storage tank. When the tank is full, the valve control arm closes the cold-water valve and simultaneously opens the valve that controls the hot-water storage line. This permits the storage-tank water to be recirculated through the preheater to maintain a constant flow of 170-degree water through the tank at all times.

A booster pump was added for this recirculation, although the preheater pump might have served nearly as well for this extra chore.



#### Exhaust Header

The Normington Laundry's big 3-foot exhaust header for getting rid of plant heat during the summer months exhausts into the alley through a wall of the laundry. In order to keep out the rain and snow (during the summer, snow?) they have extended the header through the wall and cut the lower part off at about a 60-degree angle so it forms a very sturdy hood as protection against the elements.

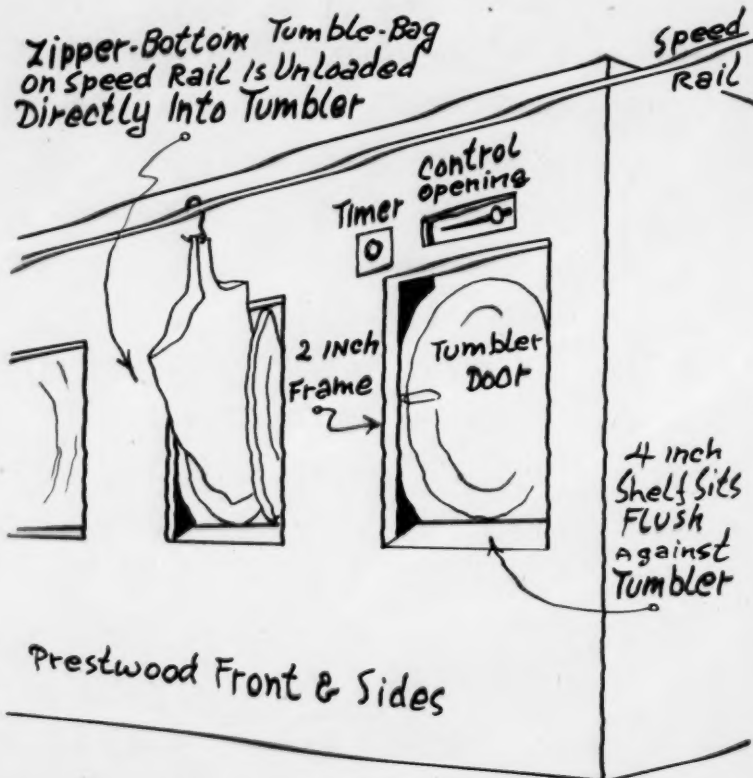


#### Zippered Bags to Tumblers

There are lots of ways to expedite work to the tumbler operators from damp assembly, and Normington's Laundry sure was working one smoothly, with zipper-bottom bags and a speedrail. The speedrail was set

just the right height along the front of the tumblers so the bags of tumble work could be emptied with little effort directly into the tumblers. S-shaped metal hooks through grommets in the canvas straps at the top

of the bags made it easy to remove the hooks and bags from the speedline at the end of the line. Thus they could be returned to damp assembly without backtracking along the speedrail on which they came to the tumblers.

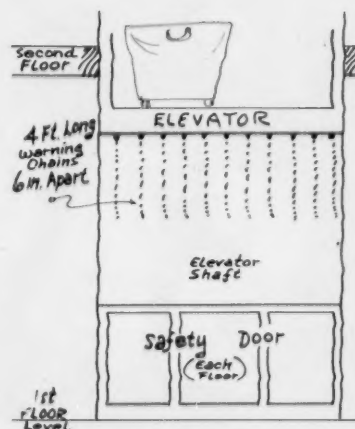


#### Tumbler Housing

I see many lines of housed-in tumblers, but at Normington's I saw one that seemed to be made with a 2-by-2 frame and covered with Prestwood. Instead of having someone go to the work of cutting round holes for the front of the doors, these door openings were made square, with a 2-by-2 frame around the inside edge of the covering Prestwood so the edges wouldn't get beat off and broken off. A 4-inch bottom board on the lower edge of the frame served as a shelf and prevented pieces from dropping inside between the Prestwood and the tumbler since it sets flush up against the tumbler.

#### For Elevator Safety

This one may be quite commonly used in some areas, but it was new to me. Had to do with a safety feature for an open-shaft elevator.



Like other elevators, the one at Normington's Laundry in Beloit has the conventional safety doors on each level which drop into place as the elevator leaves that level. Maybe some time in the distant past someone had been conked on the noggin by a de-

nothing  
outwears...

\*  
**DATEX**  
(DACRON DUCK)  
for Flatwork Ironers

developed and manufactured by gibraltar

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.



**GIBRALTAR FABRICS, INC.**  
2236 PITKIN AVE., BROOKLYN, N. Y.

**Datex is Gibraltarized! (Pre-shrunk) Will shrink less than any other Dacron Flatwork Ironer Cover.**

**"DATEX"**

**COVERS**

**AVAILABLE IN:**

90" x 120"	72" x 120"
90" x 110"	72" x 110"
90" x 100"	72" x 100"

Send for information,  
samples and prices.

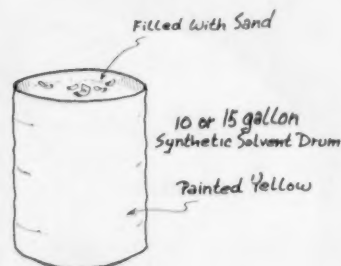
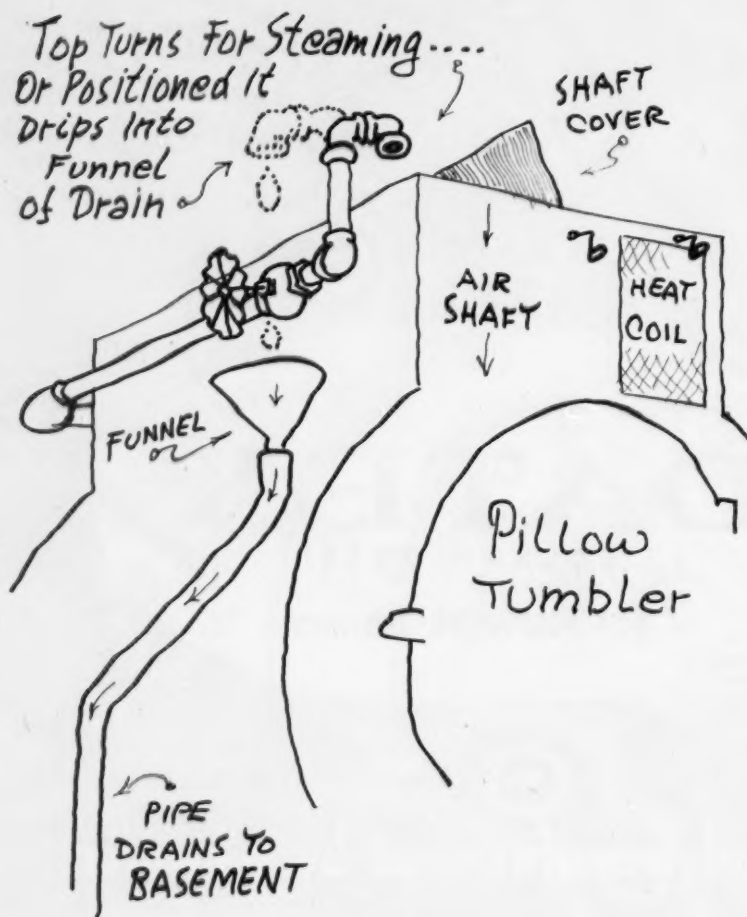
Sold through  
leading distributors  
everywhere.

scending elevator while he was busy leaning over the safety gate yelling at someone on the floor below. At any rate, the lower edge at the front of

this elevator sports 4-foot lengths of light chain spaced about 6 inches apart to serve as warning to those below that the elevator is coming down.

the left side near the top, and put his steam valve near the front of the machine. At the end of the valve he used nipples and elbows to make an S-shaped fitting which could be swiveled at the top so steam could be directed right into the top of the tumbler shaft when the cover was raised. The fitting then can be turned aside to permit closing of the shaft cover.

Positioned below the fitting and the valve is a large funnel in the end of a pipe that drains into the basement, so any water that happens to drop won't rust the new machine or run onto the floor.



#### For Clean Floor

Had a very short visit with George Davis at the Elite Laundry and came away amazed at how all the Colorado Springs launderers make such an effort to keep their plants sparkling. George keeps cigarette butts and candy wrappers off the floor by stationing small drums of sand around the plant. These drums are old 10- or 15-gallon synthetic solvent drums, all painted a bright yellow. Serve a double purpose, too, since the sand is quite handy in case of a fire in almost any point in the plant.

Especially nice as a place for us visiting firemen to get rid of our cigarettes, instead of putting them in our pants cuffs! □ □

#### Swiveled Steam for Pillows

When the valves go bad on pillow tumblers, it is hard to do good pillow jobs since the steam keeps blowing

up into the shaft. Saw one pillow-tumbler operator who had taken the steam pipes out of the top of the machine, run a direct steam line along

## LAUNDRY BUSINESS TRENDS

### New York

June 5—3.3% less than last year  
June 12—1.7% less than last year  
June 19—0.2% less than last year  
June 26—2.4% less than last year

M. R. Weiser & Co., New York

### New Jersey

June 5—0.5% more than last year  
June 12—7.6% less than last year  
June 19—1.6% less than last year  
June 26—4.3% less than last year

M. R. Weiser & Co., New York

### New England

June 5—1.9% less than last year  
June 12—2.0% more than last year  
June 19—5.5% less than last year  
June 26—1.0% less than last year

Carruthers & Co., Boston

### Southeast

May—1.0% less than last year

J. R. Wilson & Co., Atlanta

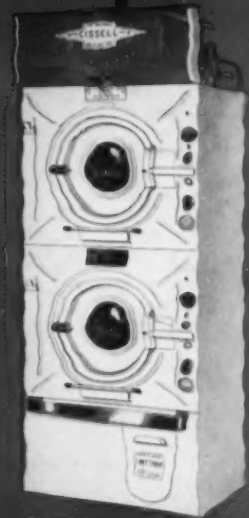


# Cissell Tumblers have Everything!

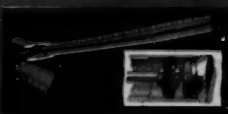
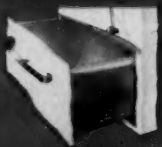
*For individual bundle service, bachelor bundles, diaper or linen service, large flat work, rugs, consolidated bundles—heavy or light—there's a Cissell Tumbler ready to serve you.*



**SINGLE BASKET TUMBLERS**—36" x 30"—30 lb., 36" x 30"—38 lb., 42" x 42"—100 lb. LAUNDRY—Gas-Fired or Steam-Heated. DRYCLEANING—Steam-Heated only.



**TWIN TUMBLER**—42" x 42"—15 lb. capacity each basket. LAUNDRY ONLY. Gas-Fired or Steam-Heated.



- **HEAVY, STURDY CONSTRUCTION** for day-after-day pounding in commercial use . . . double walls for extra rigidity . . . for reducing heat losses. Modern cabinet design for side-by-side installation and easy-to-clean surfaces. Stream-lined for beauty and customer appeal. Users show them—never hide them.
- **NO-SAG BASKET** built to take the load. Eliminates auxiliary supports.
- **DOUBLE WALLS** (on Twin Tumbler) provide independent air flow for upper and lower basket. **SLIDING DAMPER** controls air flow for uniform drying.
- **SIMPLE MAINTENANCE**—any part replaced in less than 15 minutes . . . basket removed without disturbing drive or bearings.
- **CISSELL GEAR REDUCER** equipped with Timken Tapered Roller Bearings. Gears and bearings operate in a bath of oil. (Change oil only once a year.) **QUIET, LONG-LIFE OPERATION.** No chains or noisy moving parts.
- **SEPARATE MOTORS FOR FAN AND BASKET** provide continuous fan operation during loading and unloading.
- **TIME & TEMPERATURE CONTROLS** actually think for the operator . . . a "must" for gas-fired tumblers. (Automatic Pilot Lighter available.)
- **EXTRA, LARGE, BUILT-IN LINT DRAWER** makes lint collection simple . . . cleaning less frequent.
- **REPLACEABLE AIR FILTERS**—standard equipment on 42" x 42", optional on 36" x 30" Tumblers.
- **REVERSING OR NON-REVERSING BASKET** on 42" x 42" or 36" x 30" Tumblers.
- **INTERCHANGEABLE** steam or gas-fired heating units permit conversion from one type to another at any time.
- **POSITIVE 8-STAGE HEAT CONTROL** (cold to hot) on single basket, steam-heated tumblers.
- **STATIC STEAM SPRAY** (on Drycleaning Tumblers) requires no sewer connection. **FUSED FIRE EXTINGUISHER**, with explosion door release, injects steam into basket and lint drawer . . . stops motor.
- **BUILT-IN STEEL BRUSHES** clean gas burner in less than one minute without removing assembly.
- **AUTOMATIC DOOR SWITCH** . . . full-vision, heat-resisting glass in door . . . removable lint inspection plates . . . identification card clip . . . sturdy bumper rail . . . laundry bag holder . . . either white or pastel green baked enamel finish.

## CISSELL

*Consult Your Jobber*

**W. M. CISSELL MFG. CO., INC.**

LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Distributors write Export Dept.

Cable Code: "CISSELL"



# **FAMOUS LAST WORDS:**

“it can't happen here”

Let's face it — it can. Being ready for emergencies has become a part of our daily life, whether we like it or not. The emergency may be an atom bomb—or it may be a fire, a flood, a tornado. It's good business to be ready for it —whatever it is. Take these precautions **TODAY**:

☐ Enlist the help of your local Civil Defense Director,

☐ Check contents and locations of first-aid kits.

☐ Send staff to Red Cross courses. They may save your life.

☐ Promote preparedness in your community. Your local CD Director can show you how.

*Set the standard of preparedness in your plant city — check off these four simple points NOW.*



# **STARCHROOM LAUNDRY JOURNAL**



## Laundry News Notes



**HILLSBORO, ORE.**—Mr. and Mrs. Neal Davisson have purchased Home Laundry & Dry Cleaners, 247 E. Washington, from Mr. and Mrs. Walter S. Fraser.

**SEATTLE, WASH.**—New Richmond Laundry plans to build a \$25,000 addition to its plant at 428 Pontius St.

**GREAT FALLS, MONT.**—Six drivers of National Laundry have received safety awards and certificates from General Insurance Company.



**OXFORD, KANS.**—Mrs. Jack Spiesman has sold Oxford Laundry to Mrs. John Sprey.

**PACIFIC PALISADES, CALIF.**—Mr. and Mrs. Frederick E. Rusk have announced plans to sell Pacific Palisades Washmaster, 1030 Swarthmore Ave., to Walter and Fredel Fischer.

**LOS ANGELES, CALIF.**—Henry M. Motal has sold 6th and Union Launderette, 1618 W. Sixth St., to Alexander Blady and Henryk Frydrych.

**LOS ANGELES, CALIF.**—Lula Mae and Olen G. Baggett have purchased Crenshaw Launderette, 6643 Crenshaw Blvd., from Alexander Reiss.

**ORLAND, CALIF.**—Mr. and Mrs. Ray Morales have purchased Orland Laundry from Mrs. Wesley Bowlen.

**LOS ANGELES, CALIF.**—Lewis and Maurine Stimson have sold Triangle Launderette, 1624 N. Wilcox Ave., to Maurice and Kate Silvers.

**LOS ANGELES, CALIF.**—Justin Naujokas has purchased Baer's Automatic Laundry, 5159 Melrose Ave., from Milton Baer.

**DALLAS, TEX.**—The Professional Laundry and Cleaning Association of Dallas has elected Denys Slater president and Wesley Gilliland treasurer. Six laundry and cleaning firms are members.

**SAN FRANCISCO, CALIF.**—The San Francisco chapter of the National Safety Council has named La Grande Laundry

the winner in its class for safe driving achievement in 1953.

**REDONDO BEACH, CALIF.**—Milton and Harry Certz have announced plans to sell Leonard's Half Hour Laundry, 1408 S. Pacific Coast Highway, to Norton T. Burstein.

**VAN NUYS, CALIF.**—Edward J. and Jeanne R. Adesko have purchased C. & D. Launderette, 16919 Saticoy St., from Evis B. Betteridge.

**OWASSO, OKLA.**—Alspaugh Laundry, owned by Mr. and Mrs. W. L. Alspaugh, has opened in a new building



**No SAG!  
No SCRAPE!  
No SHUTDOWN!**

**Leef**

**TUMBLER BEARINGS**

- Will even outwear the tumbler itself
- Supports most types of open end tumblers
- Lengthens life of motors and cylinder trunions
- Prevents costly breakdown and replacements



It's that continuous wear that causes off-center operation, friction and eventual breakdown. The Leef Bearing eases the trunion load and saves that rear bearing which would otherwise carry the weight. Two neoprene rubber wheels, running in Oilite bearings and framed in a sturdy casting will give the support necessary to the front end weight of each of your drying tumblers. Saves on motors, too. Size 19" x 9" x 4" with 6" wheels. Place a trial order for a single bearing (\$39.50 F. O. B. Minneapolis). State tumbler make and model.

**Leef** By the Makers of Leef Ironing Forms

**BROTHERS, INC.**  
205 IRVING AVENUE NORTH  
MINNEAPOLIS 5, MINNESOTA

on E. Sherdon. New equipment has also been installed.

**TURLOCK, CALIF.**—Leonard R. Jacobson has enlarged the Olive St. building housing Snow White Laundry and has installed new equipment.

**AZUSA, CALIF.**—Betty Skeel has opened an automatic laundry at 718 N. San Gabriel Ave.

**PARIS, TEX.**—Neil Coker has installed a new boiler in Blair's Ideal Laundry. A new building is under construction to house this equipment.

**LOS ANGELES, CALIF.**—Romaine Fielding recently held open house to celebrate the opening of a new automatic laundry on San Vicente Blvd.

**SULPHUR, OKLA.**—Everett Taylor, owner of Whiteway Steam Laundry in Ada has announced plans to open a laundry at 1014 Division here.

**GREENVILLE, TEX.**—Williams Laundry, 2701 Washington, recently added a new shirt-finishing unit.

**BUFFALO GAP, TEX.**—Mr. and Mrs. Malcolm Skinner have purchased Buffalo

Gap Laundry from Mr. and Mrs. Craig Lynn and are enlarging the business.

**LOS ANGELES, CALIF.**—Jack and Selma Russell have announced plans to sell The Wash Line, 5416 W. Adams Blvd., to Hyman and Mollie Lavender.

**MCKINNEY, TEX.**—Vernon Marshall has announced the opening of Sparkle Steam Laundry & Cleaners, West Highway 24.

**SAN JOSE, CALIF.**—Joe P. Ventura has sold Alum Rock Laundromatic, 2525 Alum Rock Ave., to James F. Lehman.

**LOS ANGELES, CALIF.**—Anthony L. Kalb and Lois A. Green have sold Super Automatic Laundry, 11677 National Blvd., to Samuel and Claire Cooper.

**VAN NUYS, CALIF.**—L. Y. and Dorothy E. Maxwell have announced plans to sell Maxwell Laundry, 14752 Oxnard St., to Morris and Viola Kaptowsky.



**AKRON, OHIO**—Helen and Walter Tennant have opened Ace Launderette at 633 S. Arlington St.

**FERGUS FALLS, MINN.**—Modern Laundry, owned and operated by Mr. and Mrs. Bill Krause, has been sold to Warren Barklay and Lennart Thoren. The new owners plan some expansion.

**HILLSBORO, OHIO**—The New Laundry & Dry Cleaning Company has been sold to Hobart Scott.

**MILWAUKEE, WIS.**—Plans have been announced for construction of a new laundry building for the Veterans Hospital at Wood.

**HARTLAND, WIS.**—Mr. and Mrs. John M. Miller have taken over the management of Hartland Self-Service Laundry from Mr. and Mrs. Vince Corroo.

**MOLINE, ILL.**—The Five Point Wash-It Launderette, 700 15th St., has been opened by Glen Beavers.

**WEST BEND, WIS.**—Mrs. E. Senkbeil has opened Decorah Laundromatic

# SUPERBILD\*

## the laundry builder that contains Not 1... but 4 Builders!

**to give you these outstanding results:**

**SUPERBILD** contains not one but four active ingredients. Each is added to produce a specific advantage. This exclusive combination is not found in any other product! **SUPERBILD's 4 ingredients** give you results that cannot be duplicated by builders containing a single ingredient.

**FREE LITERATURE**—tells how **SUPERBILD** can help you get your work done more efficiently and at lower cost. Contains formulas and complete data on white family work, color work and linen supplies. Send for this valuable source of authoritative information.

**TECHNICAL SERVICE AND SAMPLES AVAILABLE AT NO COST!** Solvay Technical Service is ready to help you with your laundry problems. For service or test samples—phone or write your nearest Solvay office.

- **Regenerates Lime Soaps**—lime soaps are converted . . . made soluble . . . dispersed—do not stick to clothes or build up in wheel
- **Saves Soap**—more suds . . . greater detergency with less material
- **Efficient Wetting and Penetration** . . . Superior Soil Suspension and Dispersion
- **Quick and Thorough Rinsing**
- **Conditions Hard Water**
- **Produces Cleaner, Brighter Work at Less Cost**
- **Safe**—effective cleaning action—yet absolutely safe for linen supply and family wash
- **Non-Caking and Dustless**
- **Gets Clothes Cleaner . . . Easier and Faster**

\* Reg. U. S. Pat. Off.

**Other SOLVAY Products for the Laundry:**

GREEN LABEL\* COMPOUNDS  
SNOWFLAKE\* CRYSTALS  
SODA ASH • CAUSTIC SODA  
LAUNDRY SODA



**SOLVAY PROCESS DIVISION**

Allied Chemical & Dye Corporation  
61 Broadway, New York 6, N. Y.

BRANCH SALES OFFICES:

Boston • Charlotte • Chicago • Cincinnati • Cleveland  
Detroit • Houston • New Orleans • New York • Philadelphia  
Pittsburgh • St. Louis • Syracuse



Half-Hour Laundry at 813 S. Fourth Ave. in the new Decorah Lawns shopping center.

**TROY, OHIO**—Troy Laundry and Dry Cleaning Co., 211 N. Third St., has announced the purchase of Franklin American Laundry & Dry Cleaning Co., 577 N. Fourth St., from the estate of the late Frederick Taylor. Emil M. Hronbon, Troy president, has stated that services and personnel of Franklin American will continue under the present name, but all processing will be done at the Troy plant.

**CHICAGO, ILL.**—Baby's Valet, Inc., has opened a new plant at 423 N. Spaulding Ave., on the site of the company's former plant, which was destroyed by fire in 1953.

**JACKSON, MICH.**—Joe Conley has announced the sale of Modern Laundry Company, 1701 Woodbridge St., to Raymond and Harry Mizner and Charley Gage, owners of White Laundry. Mr. Conley has been in the laundry business since 1908.

**AKRON, IND.**—Sam and Wanda Flohr have announced the opening of an automatic laundry at their home on E. Rochester St.

**SPRINGFIELD, ILL.**—A charter has been issued to Jeff's Laundry, 204 W. Cook St., incorporated by Lloyd C. Inslee, Arthur Jacob, Jr., and J. E. Francis.

**CARBONDALE, ILL.**—Gilbert Todd has been issued a permit to build an automatic laundry on W. Main St.



**SHELBURNE FALLS, MASS.**—The plant of Modern Laundry, Deerfield Ave., was recently damaged by a \$75,000 fire.

**LYNN, MASS.**—Kwik, an automatic laundry, has opened at 391 Essex St.

**PITTSBURGH, PA.**—Universal Laundries, Inc., has applied for a certificate to conduct a linen supply business at 535 Smithfield St.

**SCHENECTADY, N. Y.**—Charles and William Field have purchased Tote 'N Tot Laundry, 1723 State St., from Anthony Pirrone.

**JERSEY CITY, N. J.**—Irving Halevy, industrial relations director of Brunswick



## F R E S H

In designing the new **UTILITY** a *fresh* approach to the problems of safe and practical truck operation was kept constantly in mind. In addition to freshness of eye appeal **UTILITY** gives you these **EXTRA** features for safer, more practical operation:

**Curved Windshield**—180° vision eliminates blind spot hazards at intersections.

**Low Step and Deck**—Low step-up reduces driver fatigue. Wide doors increase freedom for faster delivery.

**Easy to service**—Mechanics have easy access to engine and other parts of chassis and body.

**Variable Rear Door Width**—Rear doors are available in several widths to meet the needs of business and product.

**Flush Mounted Doors**—Side doors are flush mounted to make the interior dust-proof and give the body a fresh, modern appearance. . . . .

Phone-wire-write for additional information and name of nearest **UTILITY** representative.



THE TRUCK WITH **Control Tower** VISION

# Utility

**UTILITY TRUCK DISTRIBUTORS, INC.**  
Union City, Indiana  
Phone 424

Laundry and a member of the Research Institute of America's associate member division, has won the Institute's annual award of merit for his "contribution to executive skills" in 1953. A company citation was also presented to Eugene Sieminski, president of the laundry.

**STATEN ISLAND, N. Y.**—Albert L. Ward has been elected treasurer and assistant secretary of Morey LaRue Laundry Company, West Brighton.

**ONEONTA, N. Y.**—John K. Dunn has been elected president of Otsego Laundry Company's board of directors to succeed the late Owen C. Becker. The company is located at 47 Broad St.

**BLUE POINT, N. Y.**—Blue Point Laundry has been awarded a certificate of merit for its safety record by Associated Industries of New York State, Inc.

**NEW YORK, N. Y.**—The Inter-Borough Laundry Board of Trade, Inc., held its sixteenth annual weekend meeting at the Concord Hotel, Kiamasha Lake, June 4, 5 and 6.



**DYERSBURG, TENN.**—Peerless Launderers and Cleaners has installed new equipment.

**MADISON, N. C.**—G. E. McDaniel, D. L. Donnell, Jr., and Bill Sawyer have opened Snow White Launderette on Academy St.

**ROCKINGHAM, N. C.**—The Sanitary Laundry of Hamlet has opened an office on Hancock St.

**DURHAM, N. C.**—E. C. Smart and J. K. Beck have opened Quick Service Wash Tub at Roxboro Rd. and Avondale Dr.

**GALAX, VA.**—The State Corporation Commission has granted a charter to H. R. Inman, Jr., C. E. Worrell, and W. Maynard Beamer for the conduct of Twin County Laundry, Inc.

**MOBILE, ALA.**—Palace Laundry has opened a new laundry and drycleaning plant at 701 Anthony St. R. E. and H. C. Whigham own this air-conditioned operation.

**BLOUNTSTOWN, FLA.**—Abbie and B. K. Faurot have installed new equipment in Faurot's Laundry.

## Letters to the Editor

### Thanks From Japan

Dear Editor:

May I take this opportunity, first of all, to thank you for the wonderful assistance you have rendered my director, Hiroshi Matsumoto, during his trip to the U. S. for observation of laundry and drycleaning world of the U. S., and at the same time his attendance at a large school for industrial relations executives conducted by one of the largest oil companies. His trip has been very beneficial for my company.

Also may I thank you for the clipping you have sent me in regards to my director, H. Matsumoto, during his visit to your kind office, and my company's business and plans. I enjoyed reading the clipping very much.

TAKEO IGARASHI  
President

Hakuyosha Company, Ltd.  
Tokyo, Japan

### About National Advertising

Dear Editor:

Congratulations on your editorial on page 10 of the July issue. May I copy it word for word in my Illinois Laundry Association Bulletin going out this week end?

HARRY J. MILLARD  
Secretary

Illinois Laundry Association  
Champaign, Ill.

### Plaudits for Advertising Series

Dear Editor:

As is our custom each month, we have gone through the JOURNAL from cover to cover and find it full of "worth more" ideas not only for the operators, but for all of the industry including association executives like myself.

One item I was particularly interested in because I have been following the series in the May and June issues is Bob Place's article on advertising, "How To Write Your Advertising." This series has been particularly well done. It is the type of information that all operators should absorb.

We wonder, therefore, if it is going to be your intention to make the complete series available in reprint or booklet form and if so, at what cost. As a service to our members, we would like to obtain several hundred copies.

R. V. WHALEN  
Executive Secretary  
New York State Laundryowners  
Association, Inc.  
Buffalo, N. Y.

The advertising series will not be completed until our December issue at the earliest; there is a possibility that some extra chapters will be published in 1955. If reader response indicates a large enough demand for a reprint, we will announce its publication at the conclusion of the series.—EDITOR



"Kelley, this production report isn't worth the blood you wrote it with!"

# NEW LAUNDRITE WASHER... *by* TROY

★ "SHOWROOM-STYLED" FOR CUSTOMER APPEAL

★ PRICED RIGHT

★ MADE BY WORLD'S OLDEST BUILDERS OF POWER LAUNDRY EQUIPMENT

## 25-POUNDS CAPACITY

### MADE BY WORLD'S OLDEST BUILDERS —

Troy Laundrite Washers are the result of intensive research and development, and are offered to the industry only after exhaustive field tests. Laundrite Washers have the same sturdy construction that has characterized larger Troy washers for 86 years. Troy's reputation stands behind every Laundrite Washer.

### FLEXIBLE AUTOMATIC CONTROL —

Completely automatic! Troy Laundrite Washer control provides automatic water level, automatic water temperature, automatic cycle timing, as well as automatic dumping. Yet control allows any change . . . any time . . . for any work . . . by a turn of the dial.

**HIGH "R P S F" FACTOR**—Laundrite Washers earn more "revenue per square foot." They fit snugly together and put every foot of floor space to work . . . *producing!*

### CYLINDER DESIGN GIVES SUPERIOR WASHING ACTION —

Cylinder is solid stainless steel, operating at high speed with four reversals per minute for best washing action. Shell is also stainless steel. Laundrite's washing action gets heavily soiled linens and work clothing clean. Yet it's gentle with the most delicate fabrics. Mail coupon now for new free bulletin containing full information.



Finished in two tones and trimmed with chrome, Laundrite is the open end washer that looks different!

## Mail Coupon Today

### TROY LAUNDRY MACHINERY

Dept. SLJ-854-2

Division of American Machine and Metals, Inc.

East Moline, Illinois

Please send new free Bulletin YW-36-54 with all the facts on Laundrite.

FIRM NAME

ADDRESS

CITY

ZONE

STATE

ATTENTION OF MR.

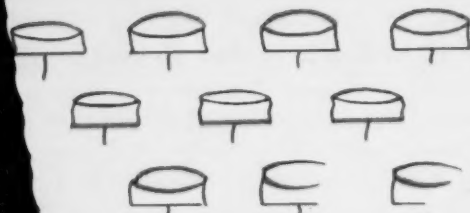
# Troy LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.  
EAST MOLINE, ILLINOIS

"World's Oldest Builders of Power Laundry Equipment"



# A GUIDE TO SIMPLIFIED LAUNDRY ACCOUNTING



**FOR THE PLANTOWNER  
AND EXECUTIVE WHO  
WANTS TO KNOW:**

*which of his operations are the most profitable? • which the least profitable? • where he's losing money? what to do about it? • how to determine if he can make a profit with a new service? • how to plan a budget for a new service? a new outlet? • if his prices make sense profit-wise? customer-wise? • where and when to prune costs and expenses? • how to set up the basic records required to answer these and other vital questions?*

**COMING:**

IN THE **September 1954**  
**GUIDEBOOK** OF THE LAUNDRY INDUSTRY

*The September 1954 Guidebook of the Laundry Industry will contain a simplified, easy-to-understand description of the accounting procedures and methods required to successfully manage the modern laundry, large or small. It will include illustrations of record forms and tell how to use them as regular controls to assure greater laundry profits.*



# September 1954

# GUIDEBOOK

## OF THE LAUNDRY INDUSTRY

Many laundriesmen today fail to realize the full profit potential of their business or, even worse, face serious financial losses because:

1. They do not control their costs.
2. They do not know where their profits come from.
3. They do not live on a budget.

The Guide to Simplified Accounting is written to help them. It is not an accounting textbook, but is based on accounting principles and designed to bring out the practical aspects of the subject. The emphasis is placed throughout on the practical application of the information available to the laundriesman to his own plant, through simple record keeping. It explains how profits can be increased, losses reduced, and how the laundriesman can keep out of financial difficulties.

The chapter on budgets tells how to set up a workable budget, but more important, it shows the advantages of operating on a budget. The same approach is made to all the subjects discussed, providing answers to the questions:

1. "What should be done?"
2. "What should be done?"

Every effort has been made to keep the text simple and clear, and to avoid technical descriptions of the technical terms which are necessary to be used. In this way it can be of the greatest use to the greatest number of readers.

James A. Barnes  
EDITOR

# STARCHROOM

## LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y.

Chicago, Ill.  
San Francisco 4, Calif.  
Los Angeles 24, Calif.

### INCLUDES:

#### EDITORIAL FEATURE SECTION:

A Guide to Simplified Laundry Accounting

#### OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in, day-out to all plant executives.

#### THE LAUNDRY INDUSTRY'S STANDARD BUYERS' GUIDE:

**Classified directory**, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

**Trade name directory**, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

**Manufacturers' directory**, providing an alphabetical list of manufacturers and their home office addresses.

**Local buyers' guide**, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

**Detailed buying information** supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

#### A.I.L. CONVENTION GUIDE:

Full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Atlanta, Georgia, October 14-17.

## AIL Program Stresses Sales

With the sixty-seventh annual convention of the American Institute of Laundering only two months away, the Institute's staff members are completing plans for the program of the four-day meeting to be held in Atlanta on October 14, 15, 16 and 17. The convention's theme is "Better Selling Means More Sales and More Profits."

Business sessions, scheduled for the morning hours, will be held in the Civic-Dinkler Room of the Dinkler-Plaza Hotel. From noon until 6 p.m. on Friday, Saturday and Sunday, the equipment and supply exhibit will be held in the Atlanta Municipal Auditorium, located a short distance from the downtown hotels. The AIL staff has also planned an entertainment program that includes a style show, luncheons and bus tours for the ladies, and a dance and floor show.

Among the features at the convention will be the new 1954-55 Family Bundle Campaign designed for local use of members. It will be on display at both the Dinkler-Plaza Hotel and the Atlanta Municipal Auditorium. Also on display at the hotel will be the winning ads in the AIL's annual advertising contest.

During three of the morning meetings panel discussions will be held. The panel on neighborhood laundries will include: "Why I Decided To Go Into the Laundry Business"; "My First Three Months of Neighborhood Laundry Operations"; "Bundle Control in the Neighborhood Laundry"; "Sales Promotion for the Neighborhood Laundry."

A panel on modern laundry selling techniques will include talks on "The Case for Store Operations"; "Operating Tips for the Drive-In Plant"; "First Aid for Black Eyes," and "The Launderette in 1955."

Discussions by the panel on management will highlight "Management Problems of the Large Laundry"; "Management Problems of the Smaller Laundry"; "Meeting Self-Service Laundry Competition Successfully"; "Plan for Profits," and "How the Public Accountant Can Help You Manage Your Plant."

Delegates will be welcomed to Atlanta by S. A. Wix, immediate past director of District No. 1. Also on the opening-meeting agenda will be AIL President Edwin W. Pearce's report.

The "Welcome-to-Atlanta" committee includes: Mr. and Mrs. Preston Bunn, Griffin, Ga.; Mr. and Mrs. Sidney Cavalier, Atlanta; Mr. and Mrs. H. H. Chandler, Atlanta; Mr. and Mrs. James Flowers, Jr., Atlanta; Mr. and Mrs. Sydney Garrison, Moultrie, Ga., and Mr. and Mrs. Reppard Landers, Atlanta.



"It's getting so a routeman has to fight for every sale."

Also on the committee are: Mr. and Mrs. H. F. Manget, Jr., Atlanta; Mr. and Mrs. Joe R. May, Atlanta; Mrs. Eileen McDargh, Georgia Launderers and Cleaners Association, who is chairman of the women's section; Mr. and Mrs. C. E. Morgan, Decatur, Ga.

Completing the committee are: Mr. and Mrs. Tom Peniston, Mr. and Mrs. R. M. Vandegriff, Sr., Mr. and Mrs. Dave Whitman, and Mr. and Mrs. S. A. Wix, all of Atlanta. Mr. Wix is chairman of the men's section.

The following plants—all located in Atlanta—have invited delegates to visit them during the convention: Beale's Laundry and Cleaners; Bob's Individual Laundry and Dry Cleaning Company; Chesterfield Laundry, Inc.; Clark Laundry and Dry Cleaners; Excelsior Laundry and Cleaners; Flowers Laundry and Dry Cleaners; Landers Laundry and Dry Cleaners; Joe May Cleaners and Laundry; Morgan Cleaners and Laundry; Northside Laundry and Dry Cleaners; Stoddard's; Superior Laundry and Cleaners, and Whitman's Laundry and Dry Cleaners.

## AIL Offers Accounting Manual

The "Manual of Accounting" for the textile maintenance industry, issued by the American Institute of Laundering, is now ready for distribution. It is a practical guide for bookkeepers and accountants operating a uniform accounting system in the textile maintenance industry. The accounting practices discussed are designed to be adaptable to all textile maintenance firms. Copies, at \$4.50 each, are available through AIL's membership department, Joliet, Ill. A 10 percent discount is applied if checks accompany the orders.

## Massachusetts Outing

The fall outing and convention of the Massachusetts Laundryowners' Association, Inc., will be held at the Mount Washington Hotel, Bretton Woods, N. H., on September 23, 24, 25 and 26.

## Drycleaning Department Planned for AIL Plant

Plans are under way to establish a drycleaning department to supplement laundry services now offered to people in the Joliet, Ill., area by the AIL laundry plant.

This announcement is the result of a unanimous decision of the 12 members of the AIL's board of directors. The Institute's personnel has been instructed to go ahead with the planning stage of adding the new department.

Since most AIL members operate combined laundry and drycleaning businesses, the directors believe that the addition of the new department would make the Institute's plant more representative of its member plants.

## AIL Names Stevens Delegate

Arthur C. Stevens, member of the American Institute of Laundering board of directors and president and general manager of the New England Laundry Company, Hartford, Conn., has been appointed a delegate to European laundry meetings by AIL.

As an official representative of the Institute, Mr. Stevens sailed late last month from New York for a two-month visit to Europe, where he will attend meetings of the International Laundry Association and the Laundry, Dry Cleaning and Allied Trades Exhibition of machinery, both to be held in London. During his tour Mr. Stevens will also visit laundries in London, Edinburgh, Copenhagen and other major European cities.

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The big consideration in any equipment purchase is how to get the most for your money—and in the laundry field today, that means equipment made of Allegheny Metal, the pioneer stainless steel.

In the very first place, stainless steel laundry equipment—like the washers illustrated above—bring you the great advantage of the latest and most modern design. They're trim, compact, and highly efficient . . . fine to operate, as well as fine-looking.

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MARKING DEPARTMENT

①

SUPPLY

TABLE

TABLE

TABLE

TABLE

HAMPERS

DRYCLEANING ROOM

SILK

SPOTTING

WOOL

SPOTTING

WOOL SEWING

SILK FINISHING UNITS

SILK FINISHING UNITS

SPORT SHIRT UNITS

SEWING REJECTS

SPOTTING REJECTS

②

③

UTILITY DRESS UNITS

TROUSER FINISHING UNITS

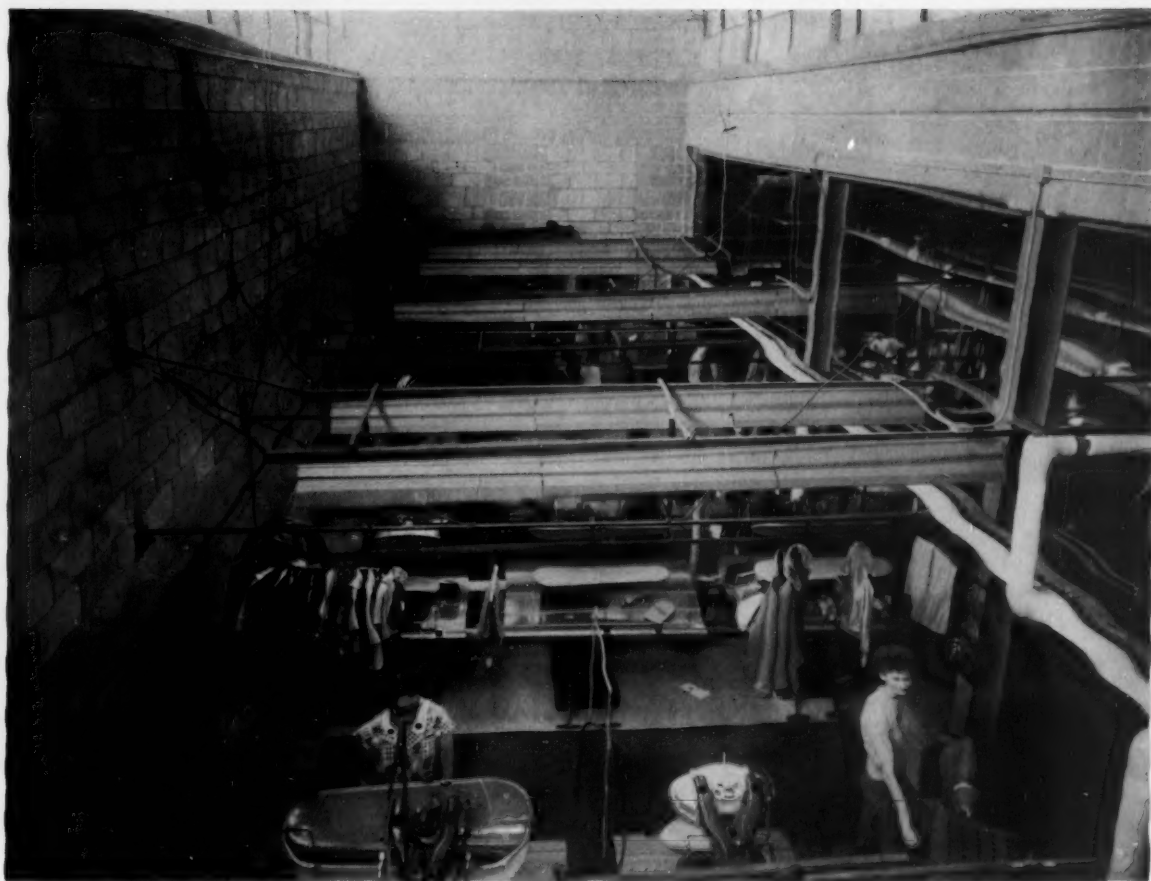
COAT FINISHING UNITS

TO SHIPPING ROOM

Garments are carried from marking station (Point 1) to cleaning room and thence to Point 2 in hampers. From that point on to shipping department all garments are conveyed on slickrolls. Arrows indicate various routes each type of garment follows through finishing department. The three inspection points are indicated by numbers

## STARCHROOM LAUNDRY JOURNAL





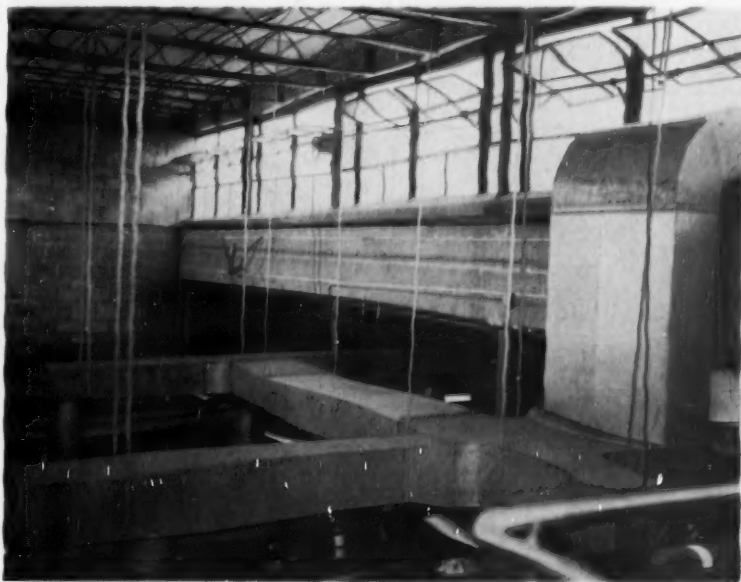
**Plenty of light** and cool air characterize working conditions in new addition to drycleaning department. Fluorescent light fixtures augment natural light from two rows of windows above. Garments come to press units on slickrails along wall at left; cleaning room is behind rear wall. Former finishing space extended only to line of vertical steel beams at right. (Photograph was taken before installation of air-conditioning ducts)

amines it to detect any stains which were not removed in cleaning. If any are found, the garment is sent to one of the spotters where the stain is removed with care. This inspector also checks for necessary repairs. Any garments with open seams, ragged hemlines, small tears, missing buttons, hooks or eyes are sent to the sewing department for repair.

The third inspection occurs after the garment has been pressed. Here, once again, it is carefully checked for spots and needed repairs and, if any are found, promptly returned to the offending operator.

#### Two distinct services

Adelman offers two different drycleaning services: Custom and Imperial. In the Custom service the base price is \$1.50 for plain suits and dresses and all garments receive the triple inspection. The Imperial service sells at a \$2.50 base price, receives the triple inspection and the following plus qualities:



**View of area above** new space shows arrangement of ducts which convey fresh cool air to press operators below. Windows at right provide additional fresh air, abundance of natural light for work area. Another line of windows extends along opposite wall (out of camera view, at left)

1. Each garment is completely processed by hand.

2. Sleeves are carefully stuffed with tissue paper to insure retention of shape.

3. Each garment is placed in a plio-film bag for complete protection.

Introduced about a year ago without any high-pressure advertising, the Imperial service has grown in volume steadily since, as one Adelman customer has passed the word to another. Like the Hostess service in the laundry department (see page 9), Imperial drycleaning demonstrates that there is a market in most communities for a special service designed for the customer's choicest apparel and possessions.

As a result of the triple inspection policy, the number of satisfied Adelman customers increased to the point where it was necessary to expand the capacity of the plant. Accordingly, in 1952, a 20-by-50-foot increase in floor space for the drycleaning department was provided when the new garage and shipping department were added to the building. The new area was given over entirely to additional spotting, finishing, inspection and bagging facilities, since the cleaning room was of sufficient capacity to handle the increase in business.

Nine manually operated presses were replaced by 13 air-driven presses for finishing woolen garments. As a result the production of each operator has increased approximately 10 percent. The addition of two coat formers, to bring the total to four, increased coat finishing capacity by three times. Capacity to finish garments made of



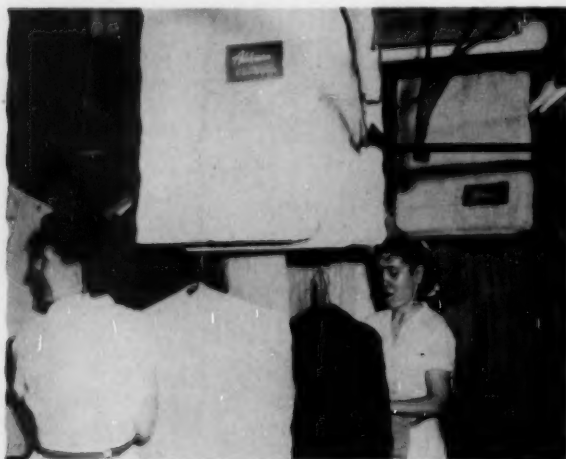
**First inspection** is performed at this marking station. Here all incoming garments are identified through use of electric machines developed by Adelman for its own requirements. A pre-marked tag taken from customer's invoice is attached to each individual garment in each order. Four girls handle from 125 to 140 items each every hour



**Final inspection** of all garments takes place here (Point 3 in sketch). Girl at left is inspecting dresses coming from silk finishing presses on rails leading in from left; coats, pants and other woolen garments come from presses on rails leading in from right. At this inspection point various garments in each customer's order are brought together again, sent to baggers on rails running straight ahead of girl in center

silk and synthetic fabrics was upped 25 percent by increasing the number of press units from three to four. Increased production and better

service have not been achieved, however, at the expense of high quality standards! Triple inspection has seen to that. □ □



**Distinctive appearance** of the Adelman bags features green insignia on white background. Here customers' finished orders are placed in bags which keep the garments fresh and neat, and are sent on slick-rail to the shipping department

ADELMAN QUALITY CHART	
Dry Cleaning Production Department	
WE ARE EVER ALERT TO CUSTOMER DISSATISFACTION	
WEEK BEGINNING <u>JUNE 17</u> WEEK ENDING <u>JUNE 23</u>	
Total Number of Hangers	<u>39</u> <u>125</u>
Quality Calls	<u>3</u> <u>11</u>
Number Returned for Re-Over	<u>3</u> <u>11</u>
Number Complained	<u>1</u> <u>1</u>
NUMBER OF DO-OVERS	
Marking Dept.	<u>10</u>
Dry Cleaning Dept.	<u>4</u>
Spotting Dept.	<u>2</u>
Wet Cleaning Dept.	<u>1</u>
Free Sewing Dept.	<u>7</u>
Paid Sewing Dept.	<u>1</u>
DISSATISFIED CUSTOMERS PER 100 ASSEMBLED HANGERS	
EXCELLENT	<u>1</u> OUT OF <u>100</u> HANGERS
GOOD	<u>1</u> OUT OF <u>100</u> HANGERS
FAIR	<u>1</u> OUT OF <u>100</u> HANGERS
POOR	<u>1</u> OUT OF <u>100</u> HANGERS

**Adelman Quality Chart** tells the weekly story, keeps all employees quality-conscious and on their toes. Week of June 14 was rated good. Of over 12,000 garments processed that week only one out of 125 were returned for refinishing

# Problems with silk finishing? Trouble with green help?

You'll find all the answers in the

*Here's what you get  
in the **MANUAL***

- ▶ Sleeving on Puff Irons
- ▶ More Sleeving Operations on Puff Irons
- ▶ Finishing Collars and Dress Tops on Puff Irons
- ▶ Finishing Complete Top of Garment on Puffers—Use of Water Spray Gun and Bag Sleever
- ▶ Steam-Air Finishing of Silks
- ▶ Finishing Skirts of Soft Materials on Finishing Board or Offset Press
- ▶ Touch-up With Hand Iron, Finishing Hard-finish Fabrics on Offset Press
- ▶ Finishing Skirts, Suit Skirts and Petticoats
- ▶ Finishing on Press Machines—Sleeve, Mushroom, Utility and Hot-head
- ▶ Reshaping Wetcleans
- ▶ Hand Finishing
- ▶ Finishing Pleats
- ▶ Finishing and Reshaping Knitted Garments

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BY LAURA HERRMANN PORTERFIELD

**A complete textbook  
on silk finishing—  
step-by-step instructions  
for training new help or  
retraining present opera-  
tors in every phase of silk  
finishing, using all types  
of equipment**

Reprinted from the NATIONAL CLEANER & DYER series by a leading expert—known throughout the drycleaning industry as a former instructor at the National Institute of Drycleaning, demonstrator for equipment manufacturers and plant consultant in silk finishing

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# A Six-Point Program Is the Heart of Adelman's Revitalized Engineering Setup

By JOSEPH C. McCABE

Table 1

*List of Steam-Processing Equipment Affected by Adelman Revitalization Program*

## Laundry Department

- 3 6-roll flatwork ironers
- 21 tumblers
- 4 sock driers
- 5 handkerchief ironers
- 3 touch-up presses
- 12 sets of wearing apparel press units
- 8 shirt finishing units
- 1 drying cabinet
- 1 feather renovator

## Drycleaning Department

- 18 silk finishing presses and puff tables
- 22 wool finishing presses, sleeves and steam-air finishers
- 5 spotting boards
- 1 cabinet drier
- 1 pants stretcher
- 1 windwhip
- 8 open-end tumblers
- 1 400-g.p.h. still

## Power Plant

- 4 accumulators with appropriate metering elements
- 1 feed pump with 5 hp. motor for first stage
- 1 tandem feed pump with 15 hp. motor for second stage
- 1 vibratory horn for low-water alarm service
- Liquid-level controls on boilers with low-level pump provisions plus low-level fuel cutoff

THE LARGE-VOLUME, high-quality business conducted by Adelman's Laundry of Milwaukee, Wisconsin, boasts an exceptionally well-equipped plant for both laundering and dry-cleaning. Table I, which tallies only the steam-process equipment, serves as a good indication of the size of this plant and the investment involved.

To keep a plant of this magnitude running profitably requires not only a high level of sales but a highly efficient plant operation as well. The engineering that went into this plant is a major contributor to its efficient operation.

The heart of the engineering setup at Adelman's is a six-point program:

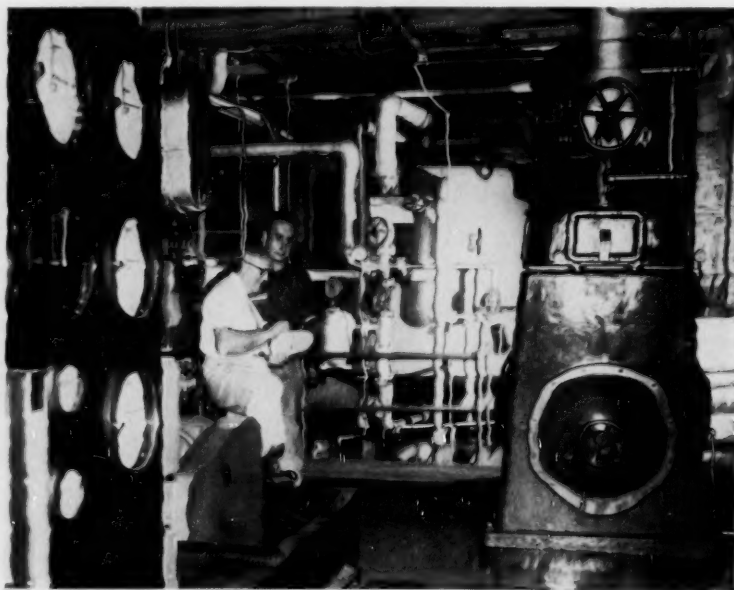
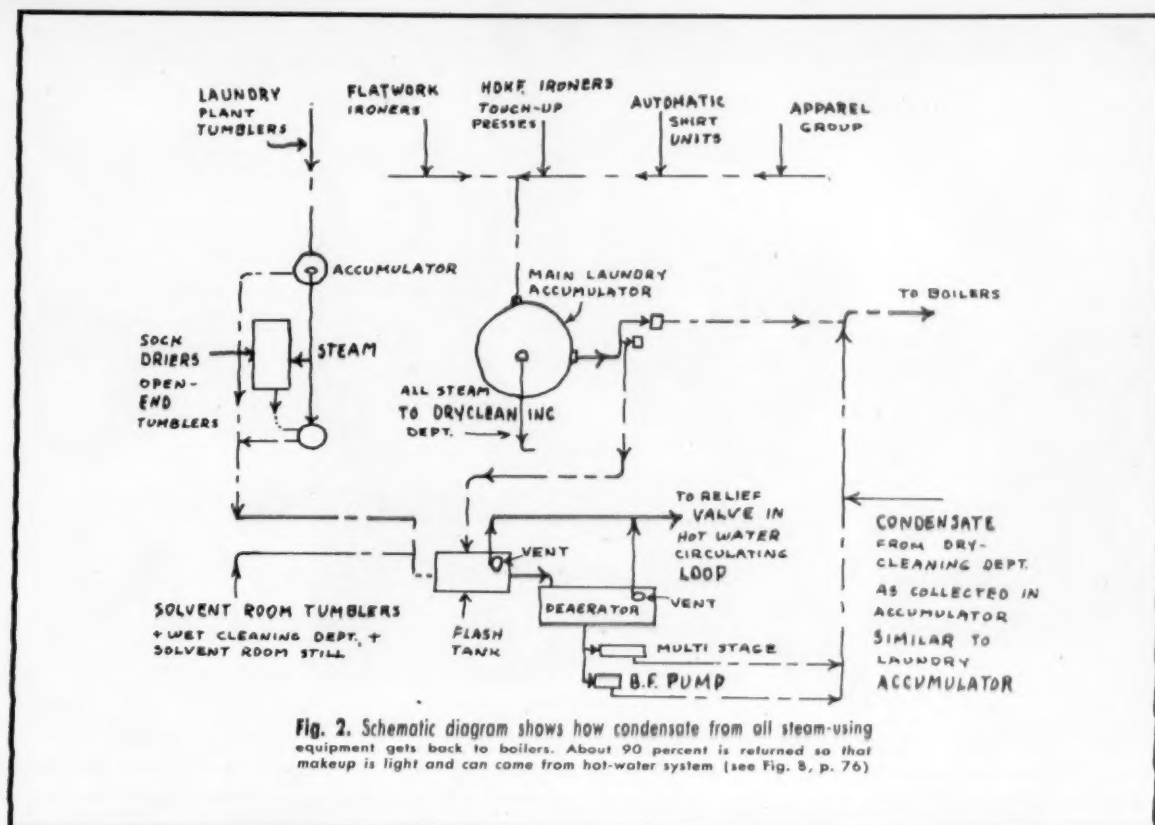


Fig. 1. Heart of engineering plant with engine-generator unit (right), water softeners (background) and plant instrument panel (left). F. H. Schaub, engineering consultant, and plant engineer Cosimer Szamderek study an operating chart

Photograph courtesy Fred H. Schaub Engineering Co., Inc.

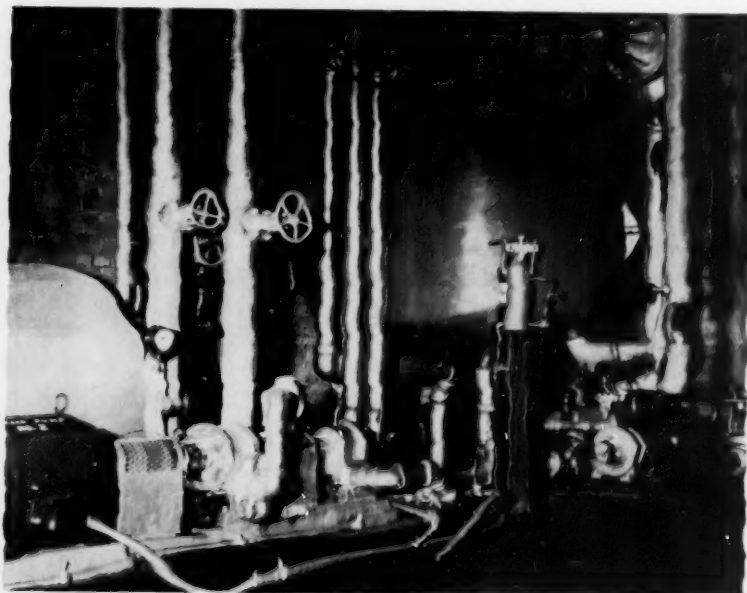




(1) a deaerated water supply to the boilers; (2) a fully controlled steam discharge free of surges and carry-over; (3) a well-regulated supply of

steam to process equipment; (4) a rapid, positive condensate return system coupled with an adequate air-release arrangement; (5) a smoothly

balanced, uniform-temperature supply of hot water; (6) an automatic heat-reclaiming system to take advantage of otherwise waste heat from wash-wheel discharges. Many of these points interweave and complement one another.

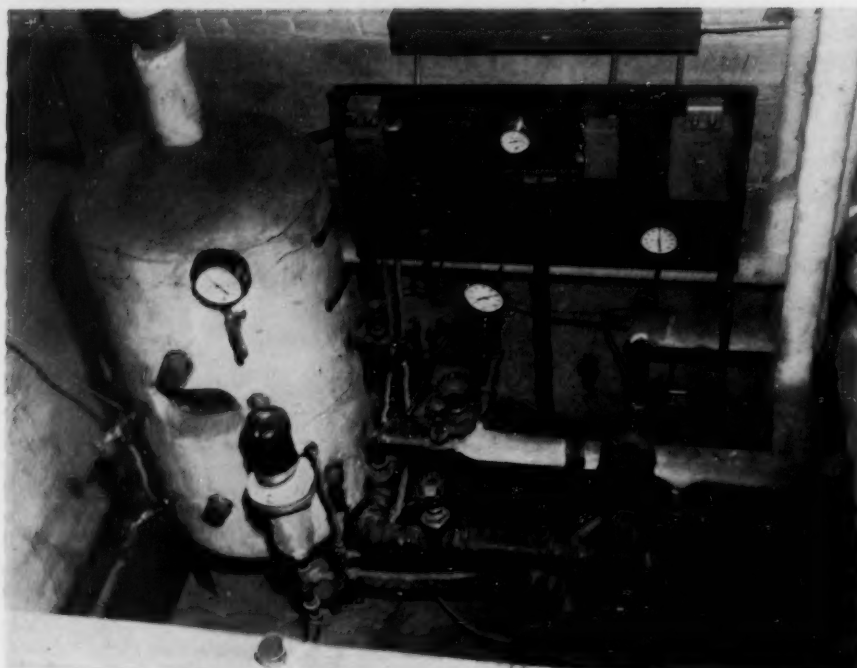


**Fig. 3.** Deaerator fits into plant as shown in Fig. 2. Its main job is to remove all dissolved oxygen coming in with the water. If left in it would rust condensate return lines

Photograph courtesy Fred H. Schaub Engineering Co., Inc.

**Deaerated Water Supply:** One of the major difficulties in boiler operation is the quality of the feedwater. Water treatment is but one step. There is still a second highly important one. That is the removal of all entrained gases, namely oxygen and carbon dioxide, that are carried into the system with the feedwater. The most effective way devised to date is the use of a deaerator constantly held at the proper temperature. In the flow diagram (Fig. 2) of the condensate return cycle the deaerator is shown as it fits into the Adelman plant. But such a drawing does not depict the workings of this equipment.

The deaerator (Fig. 3) receives some condensate from a flash tank located on the balcony above the deaerator (Fig. 2). In addition, any makeup required for the cycle comes from the hot-water storage tank (Fig. 8). The flash tank discharges directly to the deaerator. Here the water comes into temporary storage and has



**Fig. 4.** Laundry department accumulator acts as storage point to receive exhaust steam, air and condensate from process equipment, then routes each to its proper point in Figs. 2 and 3

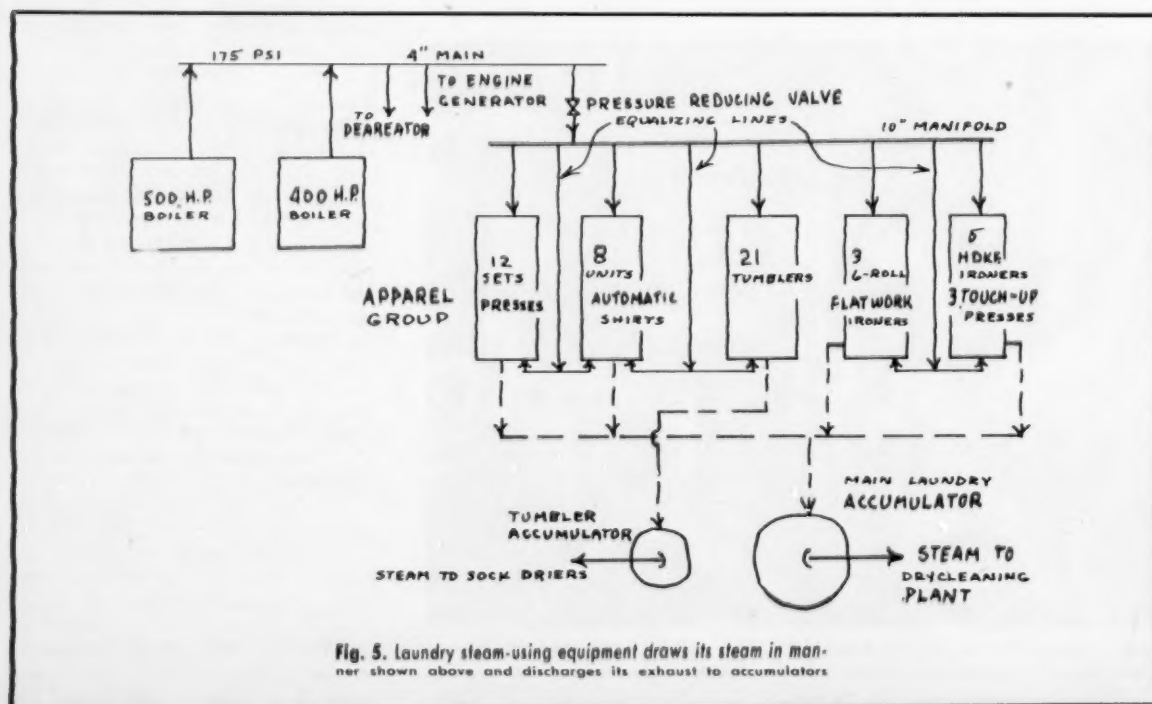
*Photograph courtesy Fred H. Schnub Engineering Co., Inc.*

its temperature raised to 218°F by means of a direct steam line from the boiler. A relief valve holds the pressure within the tank at 1 to 2 p.s.i. throughout the day. The combination of a 1 to 2 p.s.i. pressure and a deaerator storage temperature of 218°F assures a maximum release of entrapped gases for the least possible cost.

**Positive Condensate Return:** Here is one instance in the six-point program that aids in the objectives and aims of several of the others. By referring back to the condensate return cycle (Fig. 2) you will note that much of the laundry equipment—the flatwork ironers, all presses, and the handkerchief ironers—pipe their returns di-

rectly to the boilers. Similarly the condensate from the pressing equipment in the drycleaning department is returned directly to the boilers.

The method of handling this condensate is an ingenious one. It involves the use of a pressure vessel that serves as an accumulator (Fig. 4) acting in conjunction with a number



**Fig. 5.** Laundry steam-using equipment draws its steam in manner shown above and discharges its exhaust to accumulators

**There Is a Bigger, Better, Brighter Future  
in Store for the Laundry Industry . . .  
and the new **SCHAUB PROFIT PACKAGE,****



## **The "FIVE-POINT ENGINEERING PROGRAM,"**

will help YOU enjoy the better days to come  
by increasing your production, lowering your  
operating costs, and giving you greater profits  
... **WITH YOUR PRESENT PLANT FACILITIES!**

**The SCHAU *"Five-Point Engineering Program"* includes:**

- 1. ACCELERATED STEAM FLOW & CONDENSATE DRAINAGE:** Schaub *QUICK-TEMP* is sold with a money-back guarantee of at least a 10% increase in output from ironers, presses & tumblers.
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- 4. MULTI-STAGE BOILER FEEDING:** Boiler feeding automatically matched to the load conditions means greater pumping efficiency and better steam quality.
- 5. PRESSURE REGULATING SYSTEM:** Permits operation of boiler at most efficient pressure and insures proper constant operating pressures at all times at process machines. Results: more efficient machine operation with no time wasted waiting for pressure to "build-up."

The whole system, from boiler, through all the process machines, and back to the boiler again, is completely automatic. Fuel consumption is reduced, maintenance costs are cut significantly and production reaches new peaks with the Schaub

"Five-Point Engineering Program." Visit our booth (30-31) at the American Institute of Laundering Convention. This profit-making plan can help you toward that "Bigger, Better, Brighter Future."

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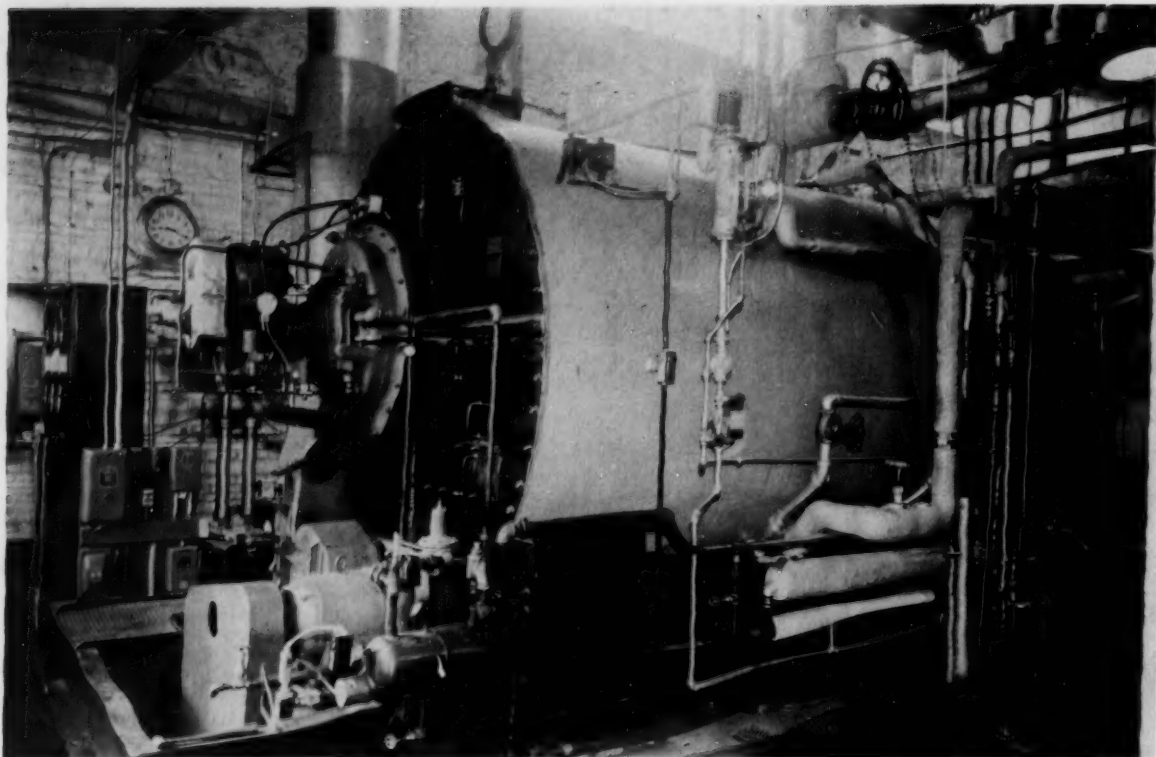


Fig. 6. One of the two packaged boilers (above) relies upon the water level control shown to the right of the unit for clean steam discharge

of special metering units as feeders. In practice a row of 15 tumblers, for example, could be equipped with 15 metering units in their discharge lines. These metering units consist of stainless-steel rods threaded at both ends and drilled through their length with specially sized holes ranging from 1/16-inch to 9/16-inch diameter.

The exact bore or hole diameter through the rod is a calculated one so that it serves as an orifice to speed up the discharged steam, air and condensate mixture leaving the steam-using equipment. The speed of movement through the orifice is set so that any upstream tumblers could not divert steam flow from any downstream machine. The steam, condensate and air mixture from all metering units enters a common manifold for delivery to the accumulator.

This manifold is so pitched that condensate will flow by gravity to the accumulator or pressure tank (Fig. 2). A float valve in this accumulator permits the condensate to build up to about one-third the tank's volume. Any more than this and the float valve opens to discharge the excess to a return line back to the boiler room and at a temperature equivalent to the steam pressure on the accumulator. The upper two-thirds of the accumulator fills up with the steam and air

carried out in the discharge from the metering units. The pressure of this mixture amounts to almost the same as the pressure supplied to the tumblers. The only difference is the small pressure loss through the tumblers, the metering units and the manifold.

The steam stored above the liquid level in the accumulator is then piped to a group of equipment, the steam requirements of which meet a calculated quantity that assures continuous flow through the circuit. The condensation from this second circuit passes through orifice-type traps. (See "Trap Operation" below.)

At Adelman's the pressure on the accumulator in the laundry steam cycle (Fig. 5) is only 4 pounds below that at the supply to the steam-using equipment. A similar situation exists for the accumulator serving the dry-cleaning department presses and for a third tumbler department in the laundry.

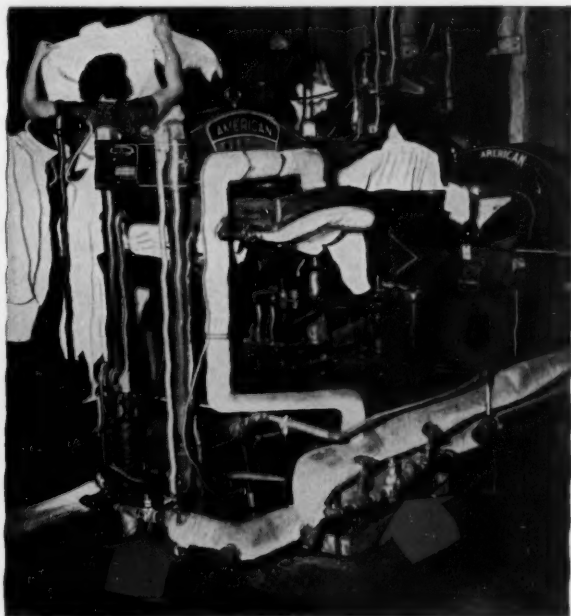
An outstanding feature of these accumulators makes it possible to pump the relatively cold condensate during the "warming-up" period directly to the flash tank (Fig. 2) in the boiler-water cycle for proper heating in the deaerator. Once pressure is established within the accumulator, the specially designed liquid-level control takes over to have the same pump deliver

the warm condensate directly to the boiler. This same sequence of operation occurs at the end of the day when steam pressure drops off on the accumulator. As a result of this constant removal of condensate through all the day no condensate remains in any machine at any time regardless of the steam pressure carried. This duplex service holds down maintenance costs but, more important, it assures quick heating of all processing equipment.

**Trap Operation:** The remaining steam-using equipment, such as the 400-gallon still in the solvent room, some sock driers, and the wetcleaning-department load, discharge their condensate to thermodynamic-type traps. These traps consist of two orifices separated by four expansion chambers in the line of discharge.

When steam is first turned on, air is pushed through the trap and discharged. Because the first condensate is relatively cool it does not flash in the expansion chambers but passes on through as a liquid. When hot condensate attempts to pass, part flashes to steam and chokes its free passage. Orifices of this trap are properly sized so condensate below steam temperature passes freely. Discharge is continuous and at a temperature below



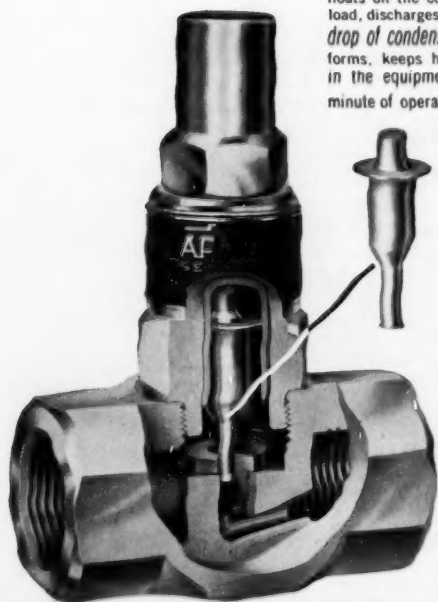


*Two Yarway Impulse  
Steam Traps on  
American Tiltor  
at Globe Laundry,  
Portland, Me.*

## laundry gets 30 more units per hour with YARWAY IMPULSE STEAM TRAPS

### **it floats on the load!**

This little valve—the only moving part—actually floats on the condensate load, discharges each tiny drop of condensate as it forms, keeps hot steam in the equipment every minute of operating time.



*S*uccessful performance is the reason Globe Laundry, Portland, Maine, now uses more than 75 Yarway Impulse Steam Traps throughout their modern plant.

For example, Yarway Impulse traps replaced the conventional-style steam traps on an American Tiltor, and production capacity of the machine jumped from 100 to 130 units per hour.

*That's because Yarway Impulse Steam Traps get equipment hot in a hurry—and keep it hot. Peak temperatures are maintained all the time . . . and that means peak production.*

Other Yarway advantages—small size, easy installation, quick servicing, long-lasting stainless steel body and working parts, low initial cost, plus IMMEDIATE AVAILABILITY from 250 local distributors. There's one near you. For his name, and FREE TRAP SELECTOR, write . . .

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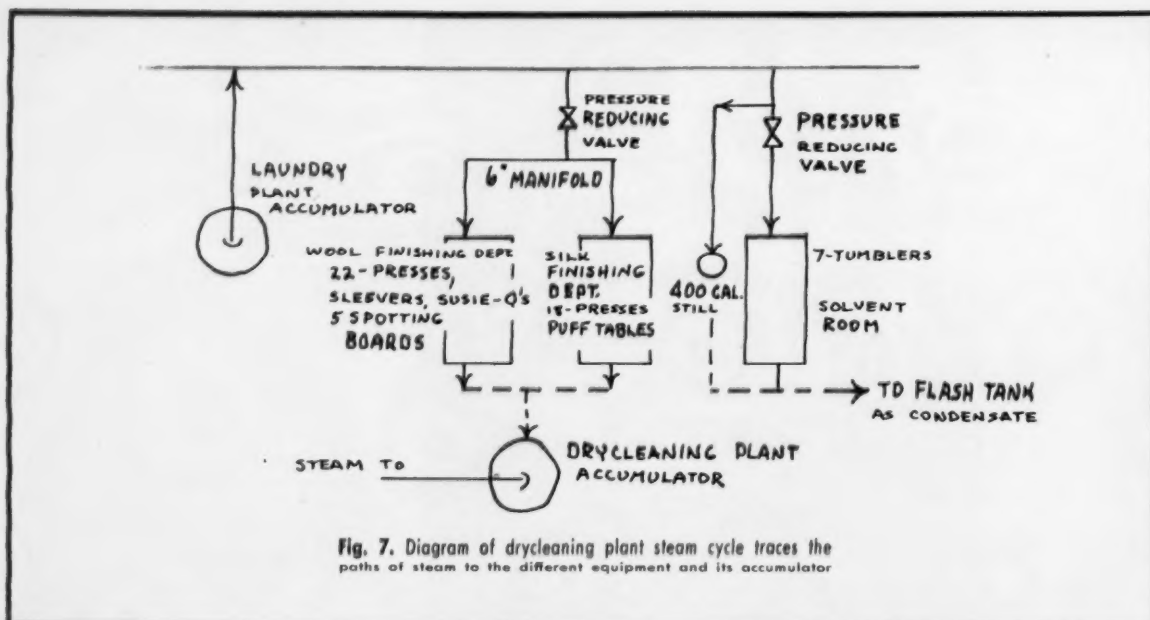


Fig. 7. Diagram of drycleaning plant steam cycle traces the paths of steam to the different equipment and its accumulator

that of the steam entering equipment.

Condensate from the traps flows to a vented flash tank (Fig. 2) before entering the deaerator and boiler.

**Controlled Steam Discharge:** The steam supplied to the various pieces

of equipment at Adelman's originates in a battery of two boilers, one a 400-hp. unit and the second a 500-hp. design (Fig. 6).

At this point one major concern for good steam-process equipment service can be handled. That is an absolute

control of boiler-water level. This control must be flexible enough to admit water when the demand is there and still hold within limits when sudden calls for steam are made.

In the Adelman plant a combination of a water-level control on the

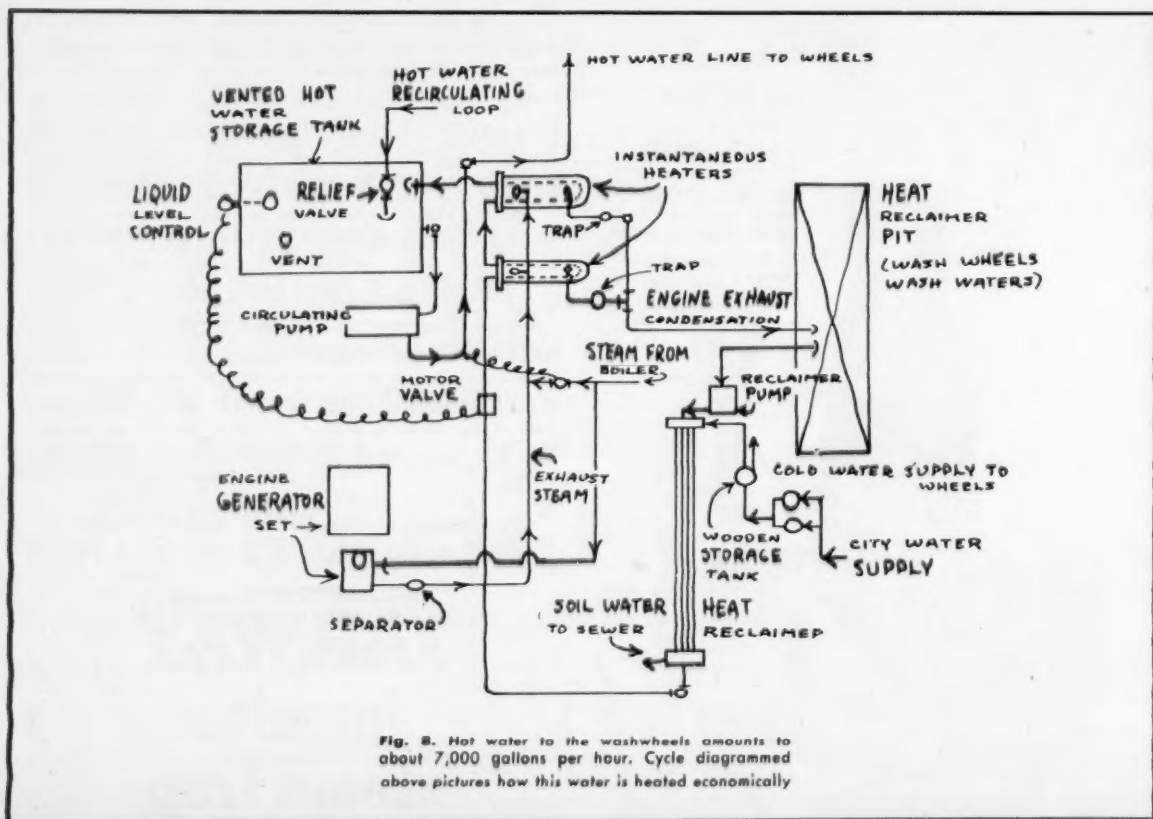
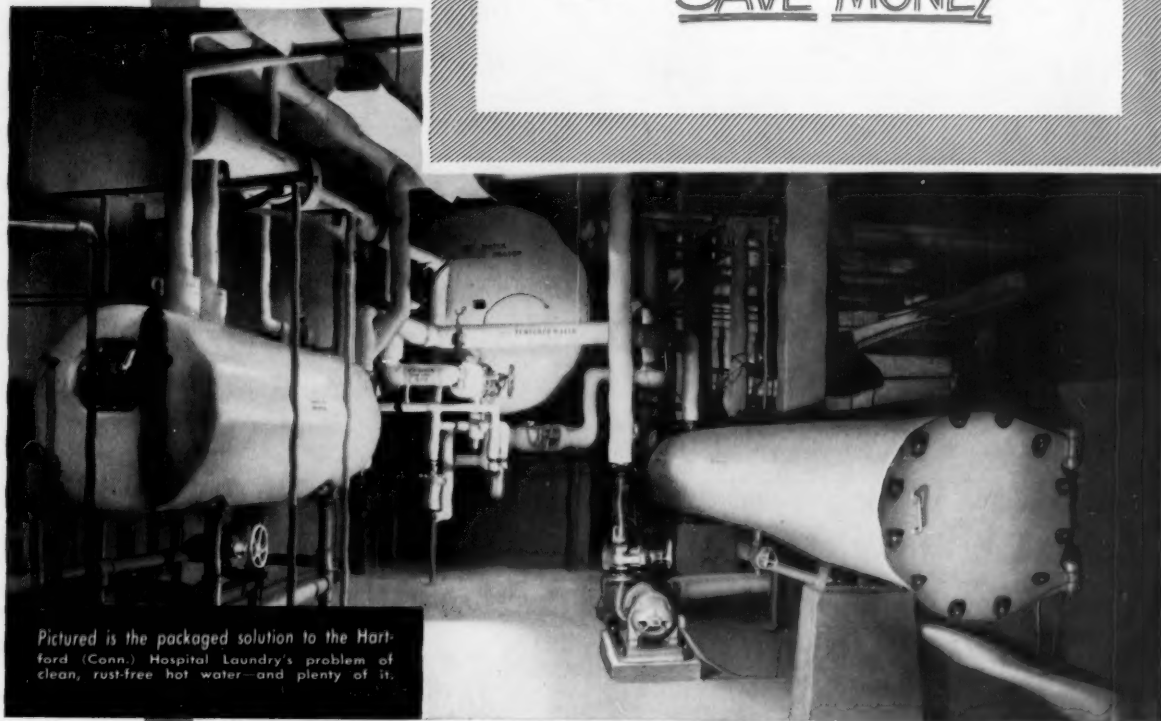


Fig. 8. Hot water to the washwheels amounts to about 7,000 gallons per hour. Cycle diagrammed above pictures how this water is heated economically

*how to stay in hot water*

*and*

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This **p-k** water heating combination starts saving right from the beginning and results in lower fuel bills. The entire installation—condensate cooler, waste water heat reclaimer, vent condenser and copper silicon hot water storage heater—is designed to furnish low cost hot water by using all available waste heat. Live steam consumption is at a minimum. In commercial and institutional laundries, **p-k** equipment works continually to get the utmost out of what was once wasted. It can do the same for you, too.

Since 1880 **p-k** has specialized in storage water heaters and heat exchange equipment. Whatever your heat reclaiming problem, **p-k** equipment is designed to do the job and save you money. Full information is yours for the asking. Write for **p-k** catalog No. 310.



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180 Wilson Avenue, East Stroudsburg, Penn.

1001

101 Park Avenue, New York 17 • Railway Exchange Building, Chicago 4 • 1700 Walnut Street, Philadelphia 3 • 96-A Huntington Avenue, Boston 16 • and other principal cities.

August 15, 1954

77

**Table II—Flatwork Ironer Drying Performance on Three Six-Roll Ironers**

Test No.	1	2	3	4	5	6	Conversion Table	
							Lb.	Oz.
Time of day	1:15	1:40	2:10	2:35	3:00	3:25	1	16
Steam pressure, boiler	138	138	138	138	138	138	2	32
Steam pressure, at ironer	119	119	119	119	119	119	3	48
Type pieces*	Pillowcases	Pillowcases	Pillowcases	Pillowcases	Pillowcases	Pillowcases	4	64
No. pieces	30	30	30	30	30	30	5	80
Extracted weight, oz. (A)	192	195	194	197	197	197	6	96
Feet per min. 1st pass	35	33	39	23	36	22	7	112
Weight after 1st pass, oz. (B)	142	140	143	139	140	139	8	128
Feet per min. 2nd pass	22	22	24	23	22	22	9	144
Weight (dry) after 2nd pass, oz. (C)	140	138	139	138	139	138	10	160
Water retention, oz. after extraction (A-C) (D)	52	57	55	59	58	59	11	176
Water retention, % (dry weight), after extraction (D÷C) (X)	37.14	41.30	39.56	42.75	41.72	42.75	12	192
Water retention, oz. after 1st pass (B-C) (E)	2	2	4	1	1	1	13	208
Water retention, % (dry weight), after 1st pass (E÷C) (Y)	1.42	1.44	2.87	.07	.07	.07	14	224
Drainage system used	Qt.	Qt.	Qt.	Qt.	Qt.	Qt.		

\* The 30 pillowcases were taken from stock used in rental service.

NOTE: Tests #1 and 2 were made on No. 1 ironer (variable drive). Stock weight 146 oz.

Tests #3 and 4 were made on No. 2 ironer (3 speeds).

Tests #5 and 6 were made on No. 3 ironer (3 speeds).

boiler drum is made with multistage boiler feed pumps. These pumps (Fig. 3) are in reality two different sized units, one 5 hp., the second 15 hp., which are used according to their output. The steam flow, for example, from the boilers to the plant runs about 11,000 pounds per hour on the average. During normal operation with the positive condensate return system outlined above, about 90 percent of the steam sent out returns to the boiler cycle for reuse.

Under this arrangement the first stage, or 5-hp. pump, operating continuously can maintain the water level. Through the two rest periods in the morning and afternoon and the lunch hour this small pump cuts in and out automatically as the water-level control determines. It also provides a valuable service for overnight or weekend building heating during the colder months.

A large tandem turbine boiler feed pump (Fig. 3) with a 15-hp. motor serves for the second stage circuit.

This pump runs only for a period of 12 to 20 minutes every morning during the warm-up period for the entire plant.

The average feedwater temperature is handled by the water-cooled jackets in the turbine pumps or the two large duplex-type accumulators. The water leaves the pumps at temperatures consistent with the steam pressures maintained within the various accumulators, and under average loads amounts to about 342°F for the laundry and 310°F for the drycleaning plant.

**Regulated Steam to Process:** In Fig. 5 we trace the steam cycle to the laundry. A single 4-inch main actually serves the entire plant. Originally a 12-inch manifold was set up in the boiler room to serve a number of branch lines to the major steam-using departments. Today this manifold has been bypassed and a single 4-inch main set up in its place.

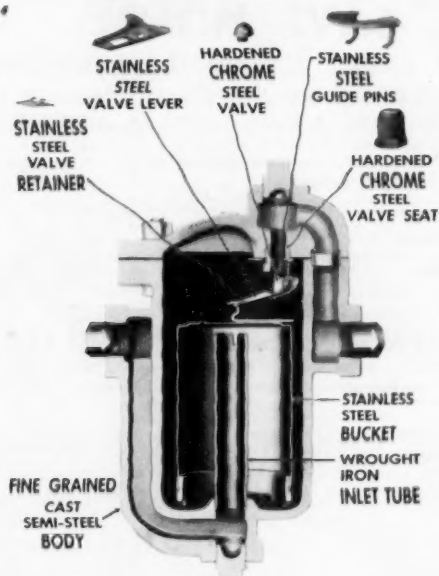
This 4-inch supply line feeds through a reducing valve into a 10-

inch manifold located in the heart of the laundry in the aisle between the flatwork ironers and the tumblers on one side and a new shirt-and-apparel-press wing on the other. The pressure-reducing station, pilot-operated, maintains steam pressure at the manifold within very close limits, something under a pound, so that for all practical purposes steam-supply pressure to the processing equipment is absolutely steady.

Unfortunately, however, whenever any appreciable piping runs must be made to serve equipment spotted throughout the plant, pressure drops can and do occur throughout the piping. At Adelman's an engineering refinement is added to combat this natural loss. This is the use of several 2-inch equalizing lines serving as interconnections between major steam circuits. In effect this tie-line arrangement balances out any temporary pressure differences that may develop. All equipment, no matter what its location within the plant, receives its



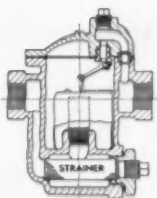
Do you want to  
Cut your Operating Costs?  
Do you want  
Increased Capacities?  
Here's how one Laundry  
Owner got Both



**THE ARMSTRONG INVERTED BUCKET TRAP**

Above—mechanisms in Armstrong traps for low and medium pressure service are identical in design, workmanship and materials to those in traps for 900 degree, 950 lb. pressure service!

**Armstrong**  
Integral Strainer Steam Traps are  
available in three sizes for pressures  
up to 250 lbs./sq. in. Save  
installation labor and fittings. Cost  
less than a trap and separate  
strainer, too.



Send for Bulletin No. 233  
—Gives complete details on laundry  
and dry cleaning "unit trapping."



**ARMSTRONG MACHINE WORKS**  
832 Maple Street, Three Rivers, Michigan



**He Thought  
it Was Just  
a Good  
Sales Talk!**

**But it saved him  
\$11,900**

WHEN Mr. Randolph Horst, President of the Lord Calvert Laundry, Inc. in Baltimore, was approached on the idea of unit trapping his American Standard six roll ironer with Armstrong Steam Traps, he felt that it was just a good sales talk for selling extra traps.

At that time, their ironer was running at 48 feet a minute but the work wasn't dry enough. That meant double passing a considerable amount of the flat work. As they were able to process only about 13,000 pounds of flat work in a 48 hour period, consideration was given to purchasing an additional ironer which would have cost around \$12,000.

Mr. Horst figured, however, that if the Armstrong Plan of Unit Trapping would do the trick, he would save his firm about \$11,900 against the purchase of a new ironer. A No. 812 Armstrong Steam Trap was installed on each of the first two chests, a No. 811 on each of the remaining four chests, and a No. 800 to drain the header, a total cost of \$81.76. Since installing Armstrong Unit Trapping, the flat work ironer now turns out 20,000 pounds of flat work in a 44 hour period, an increase of 56%, making the purchase of an additional ironer unnecessary at this time.



**ARMSTRONG UNIT TRAPPING**

find out how ...  
this ounce of prevention  
can add PROFIT to  
your presser operation

The above illustration shows a finger valve. It is standard equipment on every Ingersoll-Rand Type 30 Compressor through 5 hp. In your plant it means prevention — lost time prevention — extra-expense prevention.

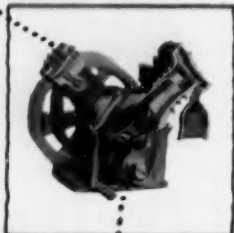
When compressor valves need adjustment your pressers will be back on the job in a hurry when you have I-R Compressors. Here's why.

Your own maintenance man can fix a finger valve in 15 minutes or less—usually less. Compare this to the extra time and money involved in sending for an expensive compressor service man—waiting hours for him—waiting another hour or more 'til the job is done. Why not put this to work in your plant — to save you time — to save you money. Call your I-R Laundry Equipment Supplier today, or write:

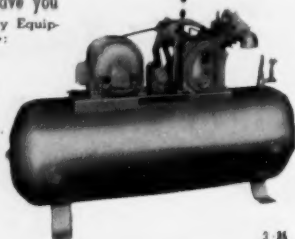
### Ingersoll-Rand

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ALSO MANUFACTURERS OF  
THE FAMOUS CAMERON  
CENTRIFUGAL MOTORPUMP LINE



Type 30 Compressors available through 15 hp. Other size units through 100 hp.



3-36

supply steam at the same steady pressure level.

(One very interesting situation developed in the new tumbler department in the laundry. Here 15 twin-cylinder open-end tumblers were installed. In operation it was discovered that the expected pressure drop across the coils varied as much as 8 p.s.i. when the tumblers were handling loads at the manufacturer's rating. Such a pressure drop would affect the accumulator operation. So these units were separated from the main load and fed into their own accumulator, Figs. 2 and 5.)

In addition to this main 4-inch steam-supply line, the discharged steam from the laundry equipment described under the heading "Positive Condensate Return" collects in an accumulator and from there feeds the drycleaning department (Fig. 7).

Before the steam reaches the drycleaning equipment proper one line is tapped off to supply a 400-gallon still. This same line delivers steam to a pressure-reducing station that drops the steam down to 45 p.s.i. for all the tumblers in the solvent room.

The main supply of laundry accumulator steam, however, enters a different reducing-valve station that delivers steam at 65 p.s.i. to a 6-inch

manifold. All the pressing equipment in the drycleaning department works off this supply. Then the steam exhaust from the equipment is cascaded (Fig. 7) by way of the drycleaning-department accumulator to still some more equipment and the condensate from these last users directed back to the flash tank.

Another feeder line goes off the 6-inch manifold to deliver steam to the silk finishing department. The steam exhaust from this equipment cascades back to the drycleaning department accumulator in the same way as the pressing-equipment exhaust.

**Steady-Temperature Hot Water:** Under this general heading we are lumping the last two points of the six-point program because they work together in their application.

A battery of eight washwheels requires an average of 6,500 to 7,000 gallons per hour of heated water alone to meet their needs. This water originally starts from the city mains at 55 degrees and passes through two water softeners before entering the plant cycle as makeup (Fig. 8). After leaving the softeners some of this water is tapped as the cold-water supply for the washwheels and the balance is directed to a heat reclaimer (Fig. 8).

PAID ADVERTISEMENT

## New Water Softener Zeolite For increased soft water output

Have you checked your water softener lately? Chances are it needs additional zeolite—maybe an entire new refill.

Elgin high capacity zeolite will give you greatly increased soft water output—often 3 to 10 times more.

All types available for immediate delivery—all priced right. Let us quote on your requirements. Elgin-Refinite, Div. of Elgin Softener Corporation, 150 North Grove Avenue, Elgin, Illinois.

## SAVE MONEY

### WITH "BARNEY" CONDENSATE TILT TRAPS FOR BOILER FEEDING AND STEAM DRAINAGE

- Increases boiler efficiency by returning condensate at high temperature to boiler
- Engineered construction features fewer parts
- Requires little lubrication
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#### "WEAROCK LINING"\*

We also line hot water tanks with "Wearock Lining." Ideal for dairies, hospitals and all installations where water of high purity is important.

\*"Wearock Lining" is guaranteed for 10 years.

### LAKEWOOD MANUFACTURING CO.

25039 Center Ridge Road, Westlake, Ohio, Tel. Trinity 1-5000

In Fig. 8 you will see that the cold water labeled "water from softener" (at about 55°F) enters the heat reclaimer where it is warmed up to about 102°F on an average, then directed through a pair of instantaneous heaters in series; that is, one right after the other. From here it enters the vented hot-water storage tank.

This hot-water tank supplies water at 185°F to the washwheels so it needs still additional heating. The way this heat is supplied at Adelman is as follows: A 125-kw. engine generator (Fig. 1) draws steam direct from the boiler. The exhaust steam from this engine (Figs. 1 and 2) goes directly to the instantaneous heaters to give up its heat there. In addition, a direct connection from the boiler steam supply is hooked into this exhaust line to the heat exchangers to furnish any still unfilled heating needs. A thermostat on the discharge line of the washwheel hot-water circulating pump determines when this live-steam connection should be opened and for how long.

The instantaneous heaters receiving this live or engine-exhaust steam are horizontal shell and tube designs. The water passes through the tubes and the steam is admitted within the shell to pass over the tube bundles. The ex-

haust condensate is handled by large traps. From this point the condensation is piped to the washwheel heat reclaimer to pick up whatever heat might be effective in preheating the makeup water entering the cycle through the heat reclaimer.

But there is still more to this hot-water cycle, a rather special feature that contributes heavily to over-all performance. This feature is a recirculating loop equipped with a relief valve to discharge unused water. Water is pulled from the hot-water storage tank and pumped through this piping circuit which delivers all hot-water needs to the washwheels and then returns all excess to the vented hot-water storage tank.

This recirculating water system does two major jobs: First, it assures a smooth, uniformly warm water supply at the desired temperature level within the storage tank. Secondly, it represents a reservoir of roughly 2½ times the water normally required in the wheels. All shock or surging steam demand in the heating of water is entirely eliminated.

A float switch in the large storage tank wired to a motor valve calls for makeup water when the storage-tank level drops. The source of this makeup water is the cold water from the

softeners (Fig. 8) held in a wooden storage tank. This motor valve starts up the reclaimer pump to pull out the hot, waste, washwheel waters from the reclaimer pit and force them through the reclaimer proper to the sewage discharge. In the meantime the fresh, softened water is pumped out of the storage tank through the reclaimer to have its temperature raised to the 102°F level before reaching the instantaneous hot-water heaters.

**Performance Results:** Over and above the flow charts and reported temperatures and pressures, the average laundry operator likes to see results in terms he can measure. Adelman has that data.

Recently an interesting time study was run in this plant on the operation of its three flatwork ironers. The report (Table II) shows the sampling results when ironing 30 pillowcases taken from the plant's stock normally used for domestic rental services.

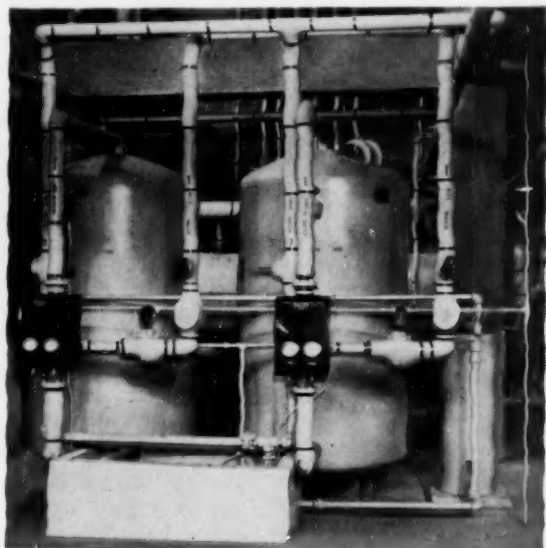
It was interesting to observe before the engineering changes that whenever the flatwork ironers got above 32 feet per minute the girls on the receiving line of the No. 1 ironer frequently had to stop the machine to avoid a mixup in the family bundles.

These stops, even though they lasted only a second or so at a time, occurred so frequently that production was hurt. Thirty-five feet per minute was the peak to avoid all go-backs.

With the new, fast condensate removal and constant-pressure steam supply, the tests at 32 feet per minute gave excellent results. At first the operators felt the slower speed would take its price in less production. Actually, though, production jumped from an average of 310 pounds at the higher 35-feet-per-minute speed up to 327 pounds at 32 feet per minute.

The average temperature in the chests of Adelman's six-roll ironers is around 340°F. In the entire press department of its shirt and apparel units, including the touch-up presses, surface temperatures in the heads are around 348°F.

This six-point program represents a closely integrated engineering pattern to render a service highly desirable in every laundry or combination laundry-drycleaning business. Normally wasted steam or heat is piped back into the system to be put to use at the proper place. Major proof of the effectiveness of this heat saving is the complete absence of any visible flash loss. All in all, an excellent installation with excellent results. □□



## A TYPICAL INVERSAND SOFTENER INSTALLATION WITH MANY ADVANTAGES

- A — Requires only 100 sq. ft. floor area.
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- C — Continuous operation.
- D — Provides capacity of 200,000 gals. per regeneration, basis 10 grain water.
- E — Uses only 3 lbs. salt per 1000 gals. soft water.
- F — Manual operation by multiport valves, convertible later to automatic at about 13% extra cost.
- G — Produces crystal clear 100% SOFT water.
- H — A low price too.

**If it's a new softener—  
If it's an overhauling—modernizing job on your present softener—  
If it's any problem whatever in water treatment**

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We Have Installed Over 3000 Laundry Softeners During the Last 30 Years**

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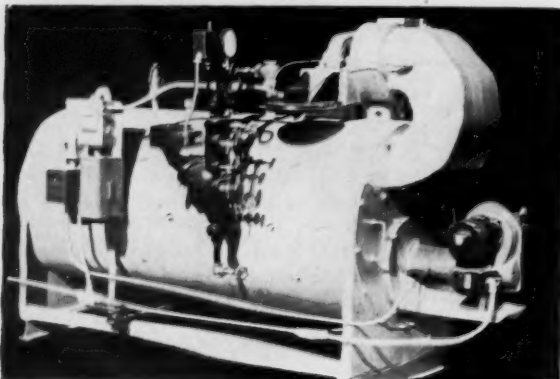
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**BULLETIN IS-1  
Just Out  
Free on Request**



# NEW PRODUCTS and LITERATURE

## New Packaged Boiler Available From Gabriel



A small, completely equipped packaged boiler, engineered to produce all the steam required by laundries and drycleaning plants, has been developed by Gabriel Boiler & Fabrication Company, 1428 N.W. 14th Ave., Portland, Ore.

Designated Model M, the new Scotch-type boiler is made in seven rated capacities from 3 to 30 hp. and can be adapted for standard light oil or gas and

for 100 or 125 pounds working pressure. It conforms to the ASME code and is National Board certified.

The oil-fired model is capable of putting out from 104 to 1035 pounds of steam per hour, depending on hp. rating, and the gas-fired model from 138 to 1208 pounds of steam per hour. The 3 hp. unit occupies 32 by 42 inches and has shipping weight of 750 pounds.

## Milnor Introduces Console Timer



Norvin L. Pellerin, president of Pellerin Milnor Corporation, has announced the new Miltrol console flexible sequence timer for installation in all makes of washer.

Furnished with air cylinders for operating drain and water inlet valves, various models of this unit are available for washers equipped with Huebsch or

similar dial or float-controlled water inlet valves—either where hot water is available or where hot water is obtained by thermostatically controlled steam injection. Models are also available for operating solenoid-type water inlet valves.

The unit is manufactured by Pellerin Milnor Corporation, 8000 Edinburgh St., New Orleans, La.

## Diamond Summary

A two-page catalog insert reviewing its complete line of detergents, sours and blues and outlining its technical services to laundries has been issued by Diamond Alkali Company.

The insert provides a convenient guide to Diamond special-purpose laundry compounds which include: three basic silicate-type soap builders, seven silicated water-conditioning spe-

cialty compounds, seven sours and two blues. A brief description of each is given along with recommended applications and sizes of containers.

Supplementing this data is a list of customer services provided by the company for users of its laundry compounds.

Copies of the catalog insert are available on request to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

## Shirt Bands Offer Premiums

Wil-Nor Products, 3002 N. Fifth St., Philadelphia 33, Pa., in conjunction with Nashua Corporation, Nashua, N. H., manufacturer of bands and bundle inserts, is offering shirt bands printed with a premium offer for use by laundriers and drycleaners. This premium plan is similar to those used by many national advertisers. The customer receives his premium for sending in a shirt band plus a small amount of money.

William M. North, of Wil-Nor, reports that the only cost to laundriers is that of the bands, which are available from Wil-Nor or from local Nashua jobbers.

## New Taubman Pen



Samuel Taubman & Co., 1 W. 34th St., New York 1, N. Y., has developed a new marking pen, Model GR50, with green ink that is designed for use in drycleaning only. The ink can be used with perchlorethylene and the charged system.

## Crucible Offers Booklet

"Making the Most of Stainless Steels in the Laundry Industry," a new booklet, is now available from Crucible Steel Company of America.

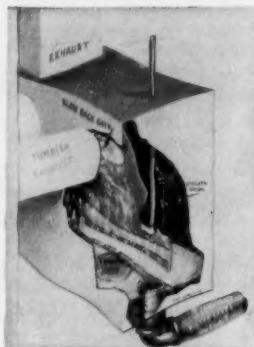
It describes the merits of stainless steels for use in washers, extractors, ironers and folders, tumblers and press heads, showing how stainless steels can help cut materials-handling costs. Use of stainless steel in drycleaning equipment is also covered.

The booklet gives suggestions

on the cleaning and maintenance of stainless as well as the product's architectural and service uses and design information. Production and research facilities that Crucible offers the industry are also discussed.

Copies of the booklet may be obtained from Advertising Department, Crucible Steel Company of America, P. O. Box 88, Pittsburgh 30, Pa.

## Olson Features Lint Trap



A new lint trap has been developed by Olson Mfg. Co., 2579 N. Sixth St., Milwaukee, Wis. Designed for laundry and drycleaning plants, it collects and disposes of lint directly from the tumblers, protecting plants from roof-type lint basket fires. The unit is also said to protect employees, keep tumblers at peak performance and improve plant service with brighter finished work.

The trap utilizes the air pressure coming from the tumblers to blow the lint against a baffle plate thereby directing it downward into the water where the lint settles to the bottom. The air travels on through the space between the bottom of the baffle plate and water and out through the exhaust pipe. A specially designed "blow-back" gate stops the air from blowing back into the tumbler operator's face. The trap maintains a constant water level of 3 inches with a water inlet pipe and large outlet pipe to prevent clogging. According to the manufacturer, original installation and operating costs are low.

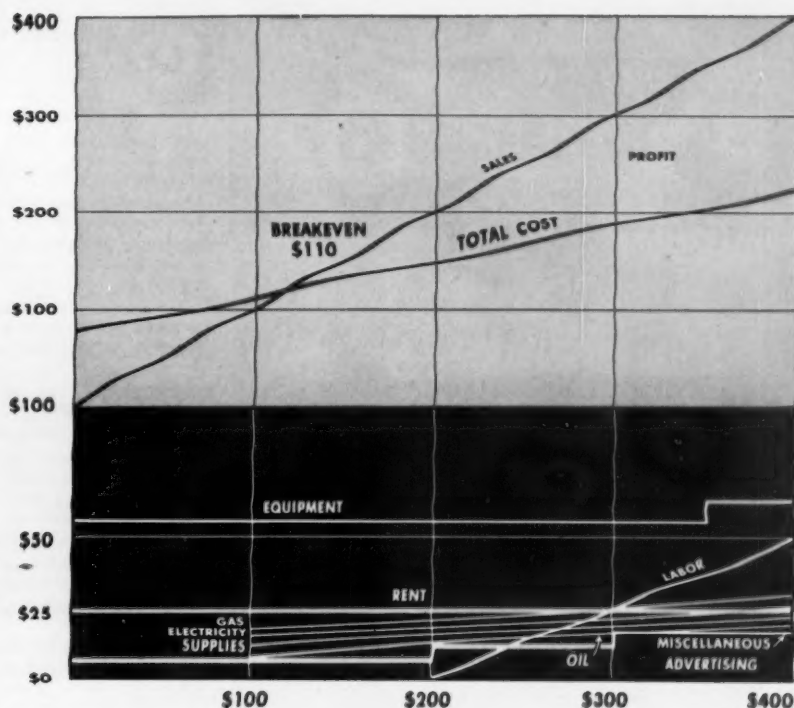
## International Overdrive

A new factory-installed overdrive attachment for five International light-duty truck models has been placed in production, according to R. M. Buzard, manager of sales, International Harvester Company, 180 N. Michigan Ave., Chicago, Ill.

Available optionally in the R-100 and R-110 series, the



**Quick-service  
operator  
makes \$200 a  
week net profit  
on \$400  
a week  
sales!**



**You, too, can make a profit like this  
on a Laundromat®-equipped, quick-service operation!**

The owner of a typical Westinghouse Laundromat-equipped, quick-service store\* made this study. It shows the relation of his operating costs to net profit and quickly indicates how profitable a quick-service operation can be.

The lower chart pictures the cost of individual expense items on a weekly basis. Those represented by a straight line are fixed. Others are variable and increase with volume.

#### **\$110.00 is breakeven point!**

The upper graph consolidates this information. It shows the relation of total operating expenses to gross sales. You see that this typical store breaks even at

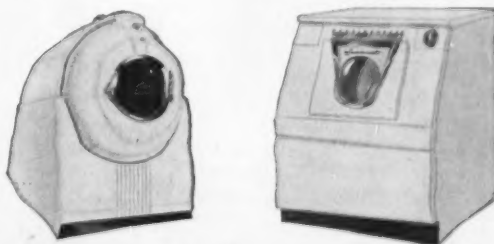
sales of \$110.00 a week and thereafter operates at a profit. A slight increase in sales brings a big increase in profits. For example, when sales reach \$400.00 a week, net profit before taxes is \$200.00!

#### **You get help**

Few enterprises offer such a fast and substantial return for dollars invested. None are more valuable to a commercial laundry operation. Let us give you more information on how the quick-service feature will improve your profit picture. No obligation, of course.

\*Name supplied on request.

Commercial laundry operators have a choice of two famous Westinghouse Laundromats for quick-service operations. Both are rugged commercial models, especially built for quick-service use.



ALD, Inc., arranges for financing up to 80% on quick-service laundry equipment.



# ALD, INC.

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• We will call on you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 6 offices.

# LAUNDRIES PREFER DARNELL CASTERS FOR THESE FEATURES



## STRING GUARDS . . .

on Darnell Casters make them ideally suited for laundry use. These guards insure easy rolling even though strings and ravelings may wind around the hub.

## RUST-PROOFED . . .

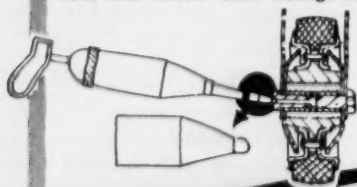
by the Udylite process, Darnell Casters and Wheels give longer life in laundries where water, steam and corroding chemicals are freely used.

## RUBBER TREADS . . .

a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to the rough usage found in laundry service.

## LUBRICATION . . .

swivel and wheel bearings are factory packed with a high-quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease gun lubrication.



Ask for  
FREE MANUAL

Where Protection Is  
Required Use Darnell

## RUBBER BUMPERS

A complete, new line of quality bumpers now available — angle, doughnut and strip type bumpers — mean no more marred, ugly door facings, walls and equipment. They pay for themselves many times over. Easily installed on any equipment.

DESCRIPTIVE FOLDER ON REQUEST

## DARNELL CORPORATION, LTD.

DOWNNEY (LOS ANGELES COUNTY) CALIFORNIA  
60 WALKER STREET, NEW YORK 13, NEW YORK  
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

overdrive is designed to effect operating economy, smoother driving and longer engine life. Mr. Buzard reported:

"The design of the new overdrive permits the driver to control completely the operation between direct drive and overdrive at all cruising speeds. Thus the full pulling power or braking power of direct drive is instantly available to him at all times."

In operation the overdrive gear can be cut in at any road speed over 30 miles per hour.

## Eaton Spot Remover

R. F. McDonald, sales manager, Laundry and Dry Cleaning Division, Eaton Chemical and Dyestuff Company, Detroit, Mich., has introduced Eaton's AGX stain remover. The product is designed to remove silver stains caused by photographic developing solutions and certain medicinal stains.

The stain remover can be applied with a compressed-air spray gun or a shaker bottle. It is said to be safe on all fabrics, including synthetics, and to be nontoxic. It is packed in 1-gallon containers, four to the case.

The product is especially

suited to use by hospitals and linen supply companies to extend the life of articles that are taken out of service because of silver stains that cannot be removed.

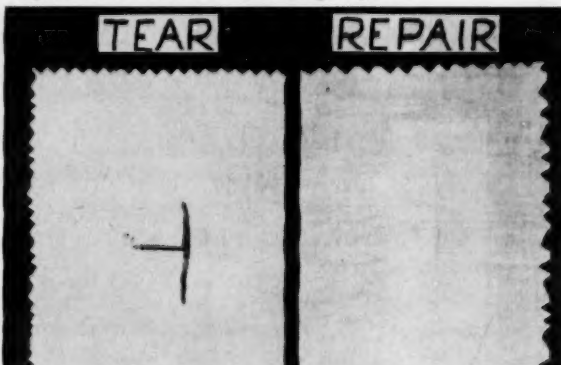
## New Diamond Bulletin

How proper souring and bluing techniques and materials contribute to the economical production of sweet, sanitary bundles is the subject of Volume 2, Number 3 of "Diamond Washroom Digest," published by Diamond Alkali Company.

The principal purposes of both sour and blue and the advantages of each are covered in this edition. The first part of the discussion, which is on souring, explains the relation of selection of materials to fabric life, growing popularity of fluoride-type sourers and factors affecting their choice. Application of blue to protect fabrics against color change during finishing is examined, particularly the aspects of masking color impurities, relation of color to light reflection and varied brilliance of colors.

Copies of this bulletin are available from Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

## Hughes Introduces New Mending Tape



Lifetime Linen Tape, a new patented white iron-on mending tape, is designed to provide a smooth permanent mend to tears, rips and holes in sheets, pillowcases and all other white goods. It is guaranteed laundryproof and is said to last the lifetime of the linen.

This product is made of cotton with an adhesive backing and can easily be applied with

an iron. It is especially suited for use by institutional and linen-supply laundries. Lifetime Linen Tape is available in 50-yard rolls, 1 and 1½ inches wide.

The product is manufactured by The Hughes Company, 10 E. 39th St., New York 16, N. Y., from which further information on this product is available.

## Daniels Announces Expanded Belting Line

C. R. Daniels, Inc., has announced the expansion of its line of solid woven belting. The company will now supply 2- to 10-ply solid woven belting in

all widths through 84-inch. This belting is adapted to conveyor operations.

Dandux solid woven belting is available either as untreated

white cotton belting or impregnated with a special Dandux waterproof compound. According to W. E. Carson, general sales manager of the company, this expansion gives Daniels a large variety of canvas belting. Further information and a catalog are available from C. R. Daniels, Inc., Daniels, Md.

#### Huntington Distributes New Electric Hand Drier



Huntington Laboratories, Inc., has been named a distributor of the American Drier, an automatic hand drier and deodorizer for wall mounting. According to the manufacturer,

these units save towel costs, storage space, cabinet-filling time, cleanup time, eliminate fire hazard of towel-littered floors, and provide effective deodorization.

The unit supplies a stream of warm air that is said to dry hands in just 18 seconds. The American Hand Drier includes General Electric's Ozonaire System, which is designed to destroy objectionable odors with ultraviolet rays and to function at low cost. Designed for 110 or 220 volt current, the unit is 10 1/2 by 11 3/4 by 6 1/2 inches. Further information is available from Huntington Laboratories, Inc., Huntington, Ind.

#### Standards Project Under Way

Laundrying and drycleaning groups were among those invited to appoint representatives to participate in the development of the "All Textile" project for fabrics and products by Irwin D. Wolf, chairman of the executive committee of the National Retail Dry Goods Association.

The project, known as L25, is sponsored by NRDGA under the auspices of the American Standards Association. Work will cover the development of standards for fabrics and products of both natural and synthetic fibers used for wearing apparel and home furnishings.

J. Gordon Dakins, executive vice-president and treasurer of NRDGA, pointed out that the new project will lay the foundation for "... stopping dissatisfaction of the consumer with excessive shrinking, loss of colors or permanency of finish."

The invitations went to national organizations representing retailers, wearing-apparel manufacturers, home-furnishings manufacturers, converters, wholesalers, finishers and dyers and various other groups.



"... this, in brief, is 'decentralization.' I keep the mother cat and each of you raises one of the kittens."

August 15, 1954

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money  
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guarantee

Because we know that **LOGLIFE** APRON CLOTHS from Tingle's Gold Line of Quality Laundry Fabrics will outwear conventional Duck by over 20%, we make this double-your-money-back guarantee:

"Order today with the understanding that **LOGLIFE** APRONS (cloth finish) will give you a better finish and a lower cost per day of operation, or, we will refund double the difference between our invoice and the current price of the apron you are replacing."

**LOGLIFE** and Extra Heavy **LOGLIFE** are made from longer, stronger staple cotton spun into multi-ply yarn and woven on the world's heaviest looms in the Tingle, Brown Atlanta Mill. That is why we can make this guarantee—you risk nothing! **LOGLIFE**—20% longer service with less stretch and fabric impression!

Woven in conventional widths, from 50" to 124".

## Tingle Brown & Company



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723 E. Washington Blvd., Los Angeles 21, Calif., PROSPECT 6023



# NEWS

from the

## ALLIED TRADES

### Prosperity Opens New Sales Office



The newest sales, service and parts office of The Prosperity Company, Inc., is located at 9829 Navigation Blvd., Houston, Tex. Equipped with a complete parts department,

warehouse space and truck dock-loading facilities, this branch office is staffed by Milton Crow, sales representative, and Robert L. Frasier, service engineer.

### Lakewood Adds Trap to Line



S. C. Peplin, president of The Lakewood Manufacturing Company, has announced the addition of the "Barney" Condensate Tilt Trap Division to

the Lakewood firm's business.

T. "Barney" Kennard was for many years supervisor of manufacture and construction of the boiler feeding condensate return and drainage equipment for the late Bill Acker, Jack Thomas, co-founder of W. M. Acker Organization, Inc., Cleveland, has been retained as consultant and engineer in the design and engineering of this equipment. Both Mr. Kennard and Mr. Thomas have many friends among laundryowners.

Distributors are invited to write to Lakewood Manufacturing Company, 25039 Center Ridge Rd., Cleveland, Ohio, for particulars.

### Diamond Appoints Schulze Advertising Manager

Diamond Alkali Company, Cleveland, has announced the appointment of Arthur P. Schulze as manager of public relations and advertising. Mr. Schulze is a graduate in journalism of the University of Missouri. During the past 10 years he has contributed articles to many national industrial magazines. He joins the Diamond organization from Hill and Knowlton, producer of basic chemicals, where, for the past seven years, he has been engaged in publicity and public relations.

Oscar E. Kuhlman, who has been editing Diamond's Paines-

ville (Ohio) plant employee publication for the past three years, has been promoted to assistant manager of public relations and advertising. He will be located in Cleveland.

### Atlas Names Goett

Edward J. Goett has been appointed director of the newly created Commercial Development Department by Atlas Powder Company, Wilmington, Del., according to an announcement by Ralph K. Gottshall, president.

Mr. Goett most recently served with the Charles Pfizer

Company as manager of sales development and as a member of the board of directors. He received his chemical engineering degree from Columbia University.

### Hammond Visits Distributors

William S. Hammond, chairman of the board of Hammond Laundry - Cleaning Machinery Company, has left for an extended trip to Europe to visit his foreign distributors and customers.

Mr. Hammond left Waco, Tex., by air to New York City, and flew to Shannon, Ireland. His trip will take him to Dublin, London—where he will attend a laundry convention—and Paris, after which he will take a short vacation in Holland, Germany and Switzerland.

From there he will go to Vienna and then on to Rome, Naples and the Isle of Capri. Mr. Hammond will also visit Madrid and plans to leave Lisbon for New York on August 18.

### Pilling Rejoins Pantex



CLARENCE W. PILLING

Clarence W. Pilling has been appointed special assistant to the executive vice-president of Pantex Manufacturing Corporation, Pawtucket, R. I., according to an announcement by Robert S. Swain, executive vice-president.

Mr. Pilling will work to improve liaison among factory, distributor and customer, drawing upon his extensive experience as owner-operator in the laundry and drycleaning fields and his 17 years of experience with machinery manufacturers.

After owning his own plants for many years, Mr. Pilling joined Pantex in 1937 and rose to district manager of the Chicago office. He left in 1949 to work for five years with a prominent equipment manufacturer, during which time he

widened his acquaintances and made many new friends throughout the country.

### Apex Forms New Division



LOUIS W. BRANT

Establishment of a new division of Apex Electrical Manufacturing Company, Cleveland, has been announced by A. C. Scott, vice-president in charge of sales. The new division was created to market and sell Apex home laundry equipment to self-service and automatic laundries.

Head of the new division is Louis W. Brant, director of commercial sales. According to Mr. Scott, the appointment of Mr. Brant, who joined Apex last year as divisional sales manager in Detroit, "is the start of a highly intensified effort on the part of Apex to become a major factor in the self-service laundry commercial installation field."

### Patterson-Kelley Names Bergheimer Superintendent

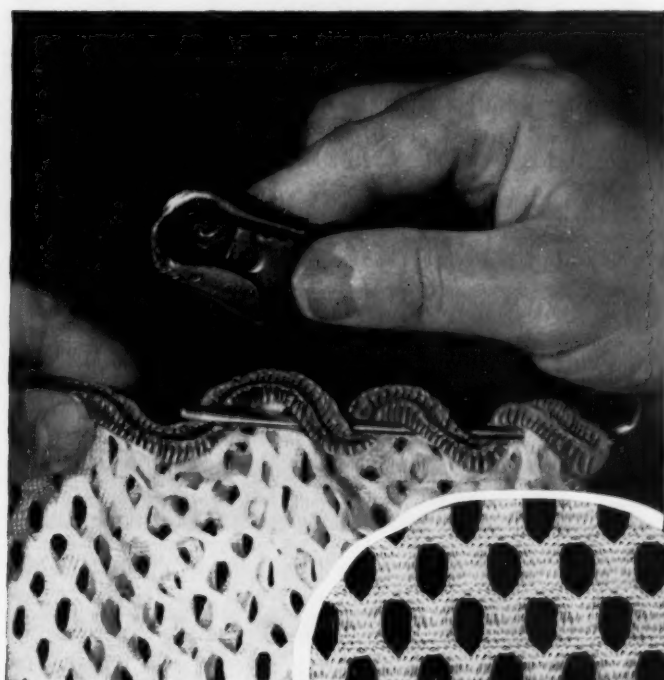


LAWRENCE W. BERGHEIMER

Executives of The Patterson-Kelley Co., Inc., East Stroudsburg, Pa., have announced the appointment of Lawrence W. Bergheimer as general superintendent in charge of all plant



# Callaway's Knitted Nylon Callanet



Speed-up pinning.

Actual size, open mesh.

## PROFIT BY THESE SUPER CALLANET FEATURES!

1. Streamlined, lightning-fast pinning.
2. Day-light mesh that won't "fog-up"—lintless.
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9. Labor saving . . . time saving . . . space saving.
10. Long lasting—dollar saving.
11. Made by pioneers in net manufacturing.
12. Available in solid colors.

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... admittedly  
the best  
and  
longest-lasting!

**C**ALLANET—first and finest!

Callaway led the field with the first knitted nylon laundry net. And Callaway continues to lead with the finest net in the business. Callanet is more economical, more efficient, more durable!

Callanet may have been imitated, but it's never been duplicated. So use the ORIGINAL—order Callanet. Get all the facts . . . see your Callaway representative.



Reg. U. S. Pat. Off.

## Callaway Mills INC.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N. Y.

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Los Angeles 12 • Akron 8 • Dallas 7

operations. Mr. Berghimer joined the company in 1950, and prior to his recent promotion was plant engineer.

Patterson-Kelley manufactures commercial hot-water storage heaters, heat transfer equipment and chemical process equipment.

#### Schuster Named Distributor



HENRY SCHUSTER

Henry Schuster has been appointed Washex-Olson distributor by Washex Machinery Corporation, Brooklyn, N. Y., and Olson Filtration Engineers, Inc., Chicago. He will cover Penn-

sylvania, southern New Jersey and metropolitan New York.

Mr. Schuster's many years of experience in plant management, field service and dry-cleaning consultation serve, with his experience as sales manager of Washex, is a valuable background for his new work as an independent distributor. His offices will be in Pennel, Pa., and Lynnbrook, Long Island, N. Y.

#### Soule To Make Acker System

J. L. Acker, secretary of W. M. Acker Organization, Inc., 6474 Westminister Dr., Cleveland, Ohio, has announced that the company's equalizer boiler-return systems will now be manufactured by Soule Steam Feed Works, Meridian, Miss.

The Soule company has all facilities needed for the manufacture and distribution of this equipment. The personnel of the company consists of G. H. Soule, president; L. T. Donnelly, vice-president and sales manager, and J. H. Keeton, vice-president. Carman R. Acker will continue as president of the W. M. Acker Organization in charge of engineering, sales and service.

#### Speedy Advertising Aids



WILLIAM J. MANZ

Speedy Washer Manufacturing Co., 500 N.W. 35th Ave., Miami, Fla., has completed a

comprehensive advertising program for Speedy-equipped laundries.

The company's complete promotional package is being sent free to Speedy laundries. It contains mats, circulars, bundle stuffers, radio and match-book copy and giveaway items. Specialized art work, print jobs and promotional pieces are also available to individual operators through Speedy salesmen, who guide and assist operators on a personal level.

William J. Manz, advertising manager for the company, reports that giving personal attention to each operator's individual problems has paid dividends for Speedy installations throughout the country. John Emile, Speedy's president, states, "There hasn't been a single failure yet."

#### Drycleaning Plant Standards

The National Fire Protection Association has issued the latest edition of "Standards for Dry Cleaning Plants." These standards serve as the basis for 28 state laws and several hundred local ordinances.

In the booklet, drycleaning plants are divided into four classes, according to the flammability of the solvents they use. For each class the booklet offers standards on: location, construction, ventilation, lighting, heating, power, tanks, purifiers, clarifiers, filters, pumps, washers, tumblers, ex-

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**Manufacturers of**

**RUGGED, DEPENDABLE, EFFICIENT STAINLESS STEEL WASHERS and EXTRACTORS**

- NO COSTLY BREAKDOWN DELAYS
- LOWEST OPERATING COSTS
- A RANGE OF SIZES AND TYPE TO FIT YOUR REQUIREMENTS

• Manufacturers • Designers  
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**CUMMINGS-LANDAU**  
LAUNDRY MACHINERY CO., INC.

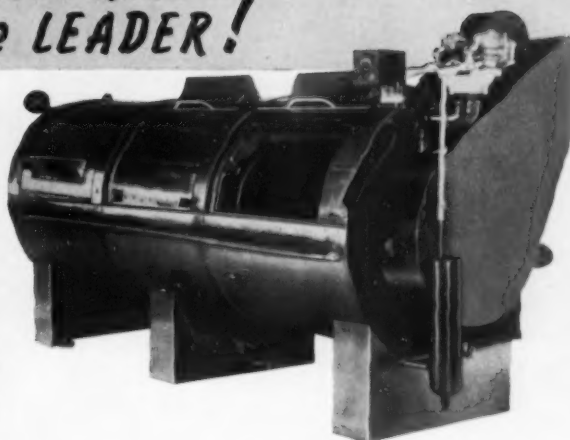
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# 33 OUTSTANDING FEATURES make HENRICI the LEADER!

## NO OTHER WASHER CAN MATCH THESE 33 HENRICI FEATURES

• Flat Sided Cylinder • Great Agitation • Unequalled Supply Intermix • "Dished" Cylinder Heads • "Spray Action" Ribs • "Tumble Barrel" Roll • More Cylinder Perforations • Stainless Steel Construction • Faster Cylinder Speed • "Hypercent" Mixing Chamber • Full Safety Features • Full Diameter Cylinder Trunnions • Complete Inching Control • Easy Unloading • Individual Replaceability of all Cylinder Parts • Single or Double End Drive • Combination V-Belt and Roller Chain Drive with Full Take-up Features • Special Laundry Reversing Motor with Brake and Unit Control Device • Ball Bearings Throughout • Sliding Shell Door for Each Cylinder Pocket • Solid-Welded Life-Time Leakproof Shell • Extra-Wide Cylinder Doors (choice of sliding or hinged types) • More Lifting Ribs • Right or Left Hand Controls • Self-Cleaning, Easy-to-Get-At "Simplex" Foot Treadle Dump Valve • Wide Supply Troughs • Water Seals on Trunnions • Outboard Bearing Housings • Cylinder Interior Free of Rivet Heads or Welding Seams • Compact Design of External Parts • Water Manifold Full Length of Washer with Inlets for Each Cylinder Pocket • Adjustable Bottom Cylinder Door Stops • Lifting Eyes on Each End of Shell

\*NOTE: an exclusive feature of the Henrici "Cyclone" model only.



Illustrated is the 42 x 108" Henrici "Cyclone" model Stainless Steel Washer (3 pocket, 3 door) complete with automatic float-type valve, Henrici "Rinsometer" for automatic control of dump valve, heavy-duty reversing-type motor with 2-way push button control, thermometer and steam valve and piping. Capacity: 510 lbs. dry weight.

Send for catalog



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tractors, scouring or brushing, spotting, operating requirements, and fire protection.

Copies, priced at 35 cents, are available from Miles E. Woodworth, National Fire Protection Association, 60 Battery March St., Boston 10, Mass.

## Bank Salutes Industry



The First National Bank of Kansas City, Mo., saluted the laundry and drycleaning industries of Kansas City on its "Salute to Industry" television show recently. The 5-minute program tells what members of the industry do, the importance of the industry to the economy of the city, the number of people employed and other pertinent data.

The photo above shows (left to right): Al Christy of WDAF-TV; Max Wohltman, president of the Laundry Owners Association of Greater Kansas City and owner of Ford-Ideal Laundry and Dry Cleaners; Murray Nolte, narrator of the program, and Jack Bates, president of the Cleaners Association of Greater Kansas City and owner of Jiffy Cleaners, Kansas City, Kans.

## New Labeling Plan

A Men's Wear Inter-Industry Committee met on June 29 in New York to receive the report and recommendations of a technical committee on uniformity of launderability labeling. Representatives of leading retail organizations, the laundry and drycleaning industries and the National Association of Shirt, Pajama and Sportswear Manufacturers were present.

Aimed at eliminating confusion and lack of uniformity in terms of reference in laundering and drycleaning of garments, the proposal reduces the number of such processing terms. While the exact format and language of the labels were not revealed, it is understood that there are four for laundering and one for drycleaning. They are designed to take care of commercial, home-machine and hand laundering and drycleaning.


The proposal now goes to the boards of directors of the respective groups taking part for their approval, after which it is expected to be released to the public and offered as recommended practice.

The Inter-Industry Committee consists of: M. J. Lovell, director-counsel, National Association of Shirt, Pajama and Sportswear Manufacturers; William Burston, general manager of the merchandise division, National Retail Dry Goods Association; Louis Rothschild, executive director, National Association of Retail Clothiers and Furnishers; Isidore Immerman, counsel for the Associated Men's Wear Retailers of New York; George H. Johnson, vice-president, American Institute of Laundering, and Albert E. Johnson, trade relations director, National Institute of Drycleaning.


The following men represent the service industries on the technical committee, which evolved the formula of labeling uniformity: Louis Haviland, Morey LaRue Laundry Co.; Ralph B. Smith, New Jersey Laundry & Cleaning Institute, and Albert E. Johnson.



**TAG-O-LECTRIC**  
With AUTOMATIC PIECE COUNTER




Makes, marks, power staples temporary identification tags and counts pieces in one operation. Selective single or double stapling. Models adaptable to all laundries and cleaning plants. PATENTS ISSUED IN FOREIGN COUNTRIES




**RIBBON-RITE MARKING MACHINE**  
Clean, sharp, indelible ribbonized marking. No inking grief. Always ready for use.


**TAG-O-MATIC**



The economy machine for cleaners. Makes, marks and stocks tags. LIKE tags for all orders. No waste, no loose tags. Makes tags up to 10 characters.



**Genuine TAG-O-LECTRIC FIBEROLL**  
The only tag roll that carries operational guarantee for Tag-O-lectric and Tag-O-Matics, No. 1 and No. 1/2 sizes.



**Genuine TAG-O-LECTRIC STAPLES**  
Rust-resistant or rust proof. Made for power, precision stapling.

Write for Free Booklets on **TEMPORARY IDENTIFICATION**

**TEXTILE MARKING MACHINE CO., Inc.** 246 WALTON ST. CHICAGO 3, ILL.

**56 Years Service to Laundries**

**PROVIDING**

**Indelible Inks  
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**EVERYTHING FOR SUPERIOR  
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Write for free booklet "Avoid Linen Losses"






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**EVERYBODY  
BENEFITS**

... when everybody gives the united way.

Give generously to your town's United Community Campaign for voluntary health, recreation, family welfare and defense related services.

**GIVE**

**THE UNITED WAY**

## NAILM Announces Program

The educational program for its annual convention has been announced by the National Association of Institutional Laundry Managers. Scheduled for October 14, 15 and 16, the convention will be held at the Atlanta-Biltmore Hotel, Atlanta, Ga.

The following speakers and topics have been confirmed: "Analysis of a Test Bundle Report," A. L. Christensen, AIL; "Textile Softening Agents for Laundering," Balfour G. Augst, Armour & Company; "The Use of Dry Bleach," E. H. Sheltnire, Mathieson Chemical Corporation; "Please Pass the Condensate—Steam Traps at Work," Yarnall-Waring Company film; "Recent Developments in Washing Practice," Don E. Tuttle, Procter & Gamble Distributing Co.; "Linen Control," Howard Gates, Calgon, Inc.; "Selecting the Proper Alkali," E. A. Robinson, Diamond Alkali Co.; "Fluorescents," Charles E. Buck, Colgate-Palmolive Co.; "Ethylenediaminetetraacetic," B. Hawthorne, Glyco Products Co.; "Synthetic Detergents," Phil H. Deegan, H. Kohnstamm & Co.

## New Slant in Conveyors



Open conveyor bag has just dropped load into washer. Bottom door will be fastened to hook at top for journey back to classifiers. Bags at left are in folded-up position with trapdoor hooked up. Owner John Otte, Jr., is at left, with his uncle, Ed Otte

Extension of the conveyor system was an interesting part of the modernization of the washroom at the American Laundry in Grand Rapids, Michigan.

In 1950 a complete conveyor system was installed to carry work to the tumblers, flatwork ironers and handkerchief ironers. (Described in February 1951 issue of STARCHROOM LAUNDRY JOURNAL.) The plant now includes a conveyor to the washers from the classification tables.

Classifiers load work into large bags, shaped like an old-fashioned valise with a trapdoor on the bottom, which hold almost as much as an ordinary canvas basket. The big flat-bottomed bags are loaded on an automatic scale set for a certain weight, then proceed by roller conveyors to an inclined rail leading down over the washers.

At this point the washman releases the bottom of the bag; it opens and drops the netted load into the washer. The release hook on this little trapdoor is then raised up alongside the bag and is fastened over a hook at the top of the bag. This raises the solid frame at the bottom of the bag into a perpendicular position, and the bag thus takes up less room for its journey back to the classifiers for another load.

**STARCHROOM LAUNDRY JOURNAL**



A la Rube Goldberg, perhaps, but it certainly saves a lot of handling of work, and contributes a great deal to the efficient operation of the washroom.—Lou Bellew

### Shea Boosts Industry on TV



In a guest appearance on the Homemakers' Institute program on WBAL-TV in Baltimore, James M. Shea, Jr., executive secretary of the Laundry-Drycleaning Institute of Baltimore, demonstrated some of the important differences between professional laundering and home methods. He is shown here with Molly Martin, who conducts the hour-long daily program beamed to Baltimore housewives.

### New York Conference

The fall conference of the New York State Launderers and Cleaners Association is scheduled for Saranac Inn, Saranac Lake, New York, September 24, 25 and 26. The theme of the meeting is "Cut Costs and Pocket Profits," and the following topics will be covered: controlling labor costs; selection and training of employees; how good employer-employee relations make sense and save dollars, and cutting insurance costs with group programs.

John F. Long, Long's Family Laundry, Plattsburg, has been appointed chairman of the conference by the association's president, Val Dayton of Amityville. He will be assisted by Donald M. Whitbeck of Buffalo, Robert W. Smith of Monroe and Milton E. Clickman of Massena.

### Convention Calendar

Virginia Association of Launderers and Cleaners, Inc.  
Chamberlain Hotel  
Old Point Comfort, Virginia  
August 30-31, 1954

New York State Laundryowners Association  
Fall Conference  
Saranac Inn  
Saranac, New York  
September 24-26, 1954

American Institute of Laundering  
Atlanta Municipal Auditorium  
Atlanta, Georgia  
October 14-17, 1954

National Association of Institutional Laundry Managers  
Atlanta, Georgia  
October 14-16, 1954

August 15, 1954

more service for your customers  
more profit for you

**Dubliffe**  
collars and cuffs

Regular Soft collar	3.75 doz.
Non-wilt, wrinkle-proof	4.50 doz.
New Round Point	4.50 doz.
New Short Point	4.50 doz.
Button Cuffs, Pair	3.75 doz.

In custom quality broadcloth:  
Conventional with stays 5.25 doz.  
Widespread with stays 5.25 doz.  
French Cuffs, Pair 6.00 doz.  
Packed 1/2 dozen of a size from 14 through 17 1/2



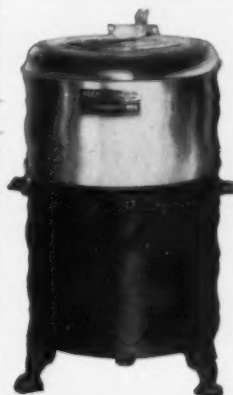
Standard packing reduced  
to 1/2 dozen of a size.

Minimum order 3 dozen assorted.

Ask your favorite supplier or write to:

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**BOCK EXTRACTOR**

Insist On A Bock  
and  
You Will Have The Best  
We have made Extractors  
Exclusively For 35 Years

Sizes 15" 17" 20"

**BOCK LAUNDRY MACHINE CO.**  
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**ROBOT**

FULLY AUTOMATIC  
WASHERS FOR  
THE HEART OF  
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 how to turn out top quality finishing  
 on all garments
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 how to make money on repairs
4. "The Laundry Primer" ..... .50  
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5. "Storage for the Drycleaner" ..... .50  
 guide to vault installation and operation
6. "Guide To Plant Layout"..... 1.00  
 in color; how to make your drycleaning  
 plant more efficient
7. "How To Train Finishing and Folding  
 Operators In The Laundry"..... 1.00  
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 how to produce top quality finishing

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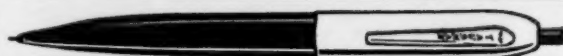
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**"Taubman" MARKING PEN**  
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 for drycleaners only using per-  
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**WARNING**—This green ink  
 will not stand up in wet wash  
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Retail  
**\$1.00**

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Kentucky State Laundry and Cleaners Association  
 Phoenix Hotel  
 Lexington, Kentucky  
 November 5-6, 1954

National Institute of Rug Cleaning  
 Statler Hotel  
 New York, New York  
 January 15-17, 1955

Minnesota Institute of Laundering and Cleaning, Inc.  
 Nicollet Hotel,  
 Minneapolis, Minnesota  
 January 29-30, 1955

North Carolina Association of Launderers and  
 Cleaners, Inc.  
 Washington-Duke Hotel  
 Durham, North Carolina  
 February 11-12, 1955

Mid-West Cleaners and Launderers  
 President Hotel  
 Kansas City, Missouri  
 February 17-19, 1955

American Institute of Laundering  
 Young Men's Conference  
 La Salle Hotel  
 Chicago, Illinois  
 March 1-2, 1955

National Institute of Drycleaning  
 Chicago, Illinois  
 March 3-6, 1955

Southern Laundry and Cleaners Association  
 Captain Shreve Hotel  
 Shreveport, Louisiana  
 April 15-17, 1955

Linen Supply Association of America  
 Ambassador Hotel  
 Los Angeles, California  
 May 11-14, 1955

Laundry & Cleaners Allied Trades Association  
 Grand Hotel  
 Mackinac Island, Michigan  
 June 23-26, 1955

## Obituaries

**Charles P. Cain**, 86, former president of LaGrande and White Laundry and Dry Cleaning Company, San Francisco, died after a prolonged illness. A former president of the Laundry Owners Association of California, Mr. Cain was active in civic affairs. He was a Rotarian and a member of the Knights of Columbus. Survivors are his wife, two sons and two daughters.

**Leslie J. Cox**, 60, owner of Oneida (New York) City Laundry died recently. Surviving are his wife, a son and a daughter.

**John T. Holmes**, 72, president and treasurer of Ideal Laundry, Bridgeport, Connecticut, died recently. A member of the Connecticut Laundry Owners Association, Mr. Holmes also belonged to the Elks, Park City Council, Knights of Columbus and Council of Catholic Men. He is survived by his wife, two daughters and two sons, F. Vincent, vice-president of Ideal, and George R., secretary.

**Edwin W. C. Mayer**, 63, vice-president and director in charge of the Western Division of H. Kohnstamm & Co., Inc., New York, died July 30 at his home in Evanston, Illinois.

Mr. Mayer had a record of 42 years of service with the company, having begun his business career in the Chicago office under the late Max Kohnstamm. He was recently elected to the office of vice-president after service on the H. Kohnstamm board of directors. Although his health had been impaired for several years, Mr. Mayer continued active in his official capacity almost to the time of his death.

Known and esteemed throughout the laundry and drycleaning industries, Mr. Mayer was a member of the LCATA board of directors from 1941 to 1946 and served as chairman of a number of LCATA's major committees. He was also active in Chicago civic and charitable organizations.

Mr. Mayer is survived by his wife, two daughters and a son.

**Max Pepper**, 71, retired president of C. A. Lange Laundry Co. and Missouri Linen and Towel Service, died at his home in Clayton, Missouri, after a long illness. He was president of the two firms for forty years until his retirement two years ago. His wife, three daughters, a son and a brother survive.

**Cornelius Schaeffer**, 74, president of Central Laundry and Supply Company, Rochester, New York, died there recently. Mr. Schaeffer was founder and past president of the Rochester Towel and Linen Supply Club. He was a member of the Rochester Club, the Eagles, Knights of Columbus and the Elks. Surviving are his wife and a son, James R. Schaeffer, now vice-president and general manager of Central Laundry and Supply Company.

**Robert A. Spain**, 59, former owner of Peerless Laundry, Houston, Texas, died of a heart attack at his home. Before operating the Peerless company, Mr. Spain owned Amarillo Laundry in Amarillo. From 1926 to 1936 he was a salesman for The American Laundry Machinery Company in the Midwest and Southwest.

Mr. Spain was a Mason and a member of Knights Templar and the Shrine. He is survived by his wife, a son, two sisters and four brothers, one of whom is A. B. Spain, Jr., of Curran Laundry Company, Fort Worth.

**D. A. Sutherland**, 76, vice-president of Excelsior Laundry Company Ltd., died recently in Toronto, Canada. Mr. Sutherland was a thirty-second degree Mason and was active in the Caithness Association. His widow, three daughters and two sons survive.

**J. L. Whitney**, 47, president and treasurer of Whitney Laundry Company, Melrose, Massachusetts, died recently. Mr. Whitney was a member of the Eastern Middlesex Harvard Club. Surviving are his wife, a son and three daughters.

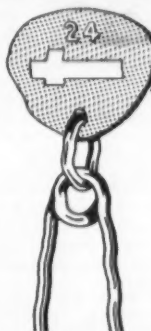
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## LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3016. 472-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 92nd St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 9653-2

FOR SALE: Laundry and drycleaning plant, 75 miles north of Sacramento, Calif. Trucks operate throughout the county, fixed revenue from commercial accounts equals 35% of gross. Equipment like new, two boilers. Owner wishes to retire after 34 years. Annual gross \$100,000. Price \$80,000, down payment \$55,000. Modern block building may be purchased or leased. ADDRESS, Box 588, STARCHROOM LAUNDRY JOURNAL. -2

Owner retiring, will give excellent terms to right parties. Fine BUILDING, fair equipment, excellent Southern California location. Doing over \$500,000 annually. A REAL OPPORTUNITY for someone. ADDRESS, Box 589, STARCHROOM LAUNDRY JOURNAL. -2

ONE COMPLETE DRYCLEANING—LAUNDRY AND COLD STORAGE PLANT. ADDRESS, Box 661, STARCHROOM LAUNDRY JOURNAL. -2

In Puerto Rico—American growing tourist and industrial center. Sell best laundry in island. Owner retiring for age. Sales over \$110,000 yearly—potential \$800,000. Minimum wage on island \$.95 per hour. Located in harbor section of San Juan, doing all ships' laundry. Promising expectancy with international airport opening soon. \$125,000 with buildings and machinery, including two six-roll ironers and two boilers. \$50,000 without buildings to be leased. ADDRESS, Box 669, STARCHROOM LAUNDRY JOURNAL. -2

## SALESMEN WANTED

SALESMEN—Must be thoroughly experienced in the laundry, linen service and institutional laundry field. Lifetime opportunity for good men. Write complete details. Thermopatch Corporation, 2432 Grand Concourse, New York 58, N. Y. 489-14

Manufacturer's agent wanted for distribution of broad line of soaps, detergents, compounds, etc., for direct sales in Northern Jersey. Also interested in suburban New York and Connecticut. ADDRESS, Box 667, STARCHROOM LAUNDRY JOURNAL. -14

SALESMAN: Permanent position with established wholesale laundry in Chicago, Illinois. Knowledge of hotel trade would be helpful. State experience, age, salary desired and present employment. ADDRESS, Box 660, STARCHROOM LAUNDRY JOURNAL. -14

## SITUATIONS WANTED

TOP-FLIGHT EXECUTIVE on a dead end street is looking for a position that will give him an opportunity to use to its fullest scope his twenty years experience in domestic and commercial laundry and drycleaning. Thoroughly grounded in the best production methods, quality control, cost accounting and sales. His experience in plant reorganization and layouts is a valuable asset. Education and personnel record of the best. Will consider only a plant that can use his capabilities to their fullest. ADDRESS, Box 610, STARCHROOM LAUNDRY JOURNAL. -5

## BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4901 N.W. 2nd Ave., Miami 37, Fla. 607-10

## HELP WANTED

WANTED: SUPERINTENDENT IN A LAUNDRY DOING \$250,000 A YEAR IN A GROWING CITY OF 40,000 POPULATION. MUST BE ABLE TO PRODUCE QUALITY WORK AT A REASONABLE COST. MUST HAVE SOME KNOWLEDGE OF THE MACHINES. GOOD HABITS ARE REQUIRED. IF YOU DRINK DO NOT REPLY. ADDRESS, Box 631, STARCHROOM LAUNDRY JOURNAL. -7

Laundry-drycleaning manager for modern New England family plant. Must be progressive, energetic and have complete knowledge of every phase of laundering and cleaning. Salary no object for qualified man. ADDRESS, Box 659, STARCHROOM LAUNDRY JOURNAL. -7

WANTED: Washman, competent man for position in modern plant, year round at Grossinger's Hotel. Please contact Mr. Abe Friedman, Maitre d'hotel, Ferndale, N. Y. 666-7

Manager to take over complete management of laundry and drycleaning plant in Florida with a yearly volume of \$325,000. Good salary plus a share in profits. Must be qualified to take over complete operation. Personal and business references. Must be able to stand a thorough investigation. ADDRESS, Box 668, STARCHROOM LAUNDRY JOURNAL. -7

Shirt Department Manager: A large drycleaning chain in metropolitan New York seeks a manager for its shirt department. The position offers a good future and salary up to \$7,500. Must have background and experience in large volume operations, modern laundering methods and supervision. Write full particulars and salary desired in first letter. ADDRESS, Box 573, STARCHROOM LAUNDRY JOURNAL. -7

TECHNICAL SERVICE REPRESENTATIVE, experienced in laundry field, preferably with a sound technical background, for field service, instructional, meeting and promotional work. Permanent position with a progressive, medium-sized chemical concern in the Detroit area. Excellent opportunity. Give full details concerning experience, education and salary requirements in first letter. ADDRESS, Box 670, STARCHROOM LAUNDRY JOURNAL. -7

SALES PROMOTION MANAGER for Large Eastern Linen Supplier. Here is a perfect opportunity for a man with a seasoned background in sales promotion and public relations. If you are strong enough to take over complete direction of this operation for a "giant" in the industry, we can offer top remuneration. Laundry and/or linen supply background is preferred, but a record of success in another industry will be sincerely considered. Please write in detail. Our staff is aware of this advertisement. Interview will be arranged promptly and in strict confidence. ADDRESS, Box 671, STARCHROOM LAUNDRY JOURNAL. -7

## PLEATING PATTERNS

DO YOUR OWN PLEATING with an EISINGER PLEATING OUTFIT. Pleats garments without the use of expensive equipment. Easy to operate. Write for details. FRANK EISINGER, 783 Southern Blvd., Dept. S., Bronx, New York 55, N. Y. 611-92

SPECIAL PLEATING PATTERN OFFER.—36" Sunburst Accordion Pleating Pattern ONLY \$7. Regular catalog price \$14. FRANK EISINGER, 783 Southern Blvd., Dept. S., Bronx, N. Y. 55, N. Y. 612-22

## SUEDE AND LEATHER SERVICE

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**REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES.** Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1998-37

## PROFESSIONAL NOTICES

**CARRUTHERS' BULLETIN**—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$15.50, 2 yrs. \$25. **John Carruthers & Co., Inc.,** 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-87

## MACHINERY WANTED

**IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

**WANTED—MONEL METAL WASHERS,** all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS: Box 9879, STARCHROOM LAUNDRY JOURNAL.** -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. **ADDRESS: Box 9972, STARCHROOM LAUNDRY JOURNAL.** -3

Wanted: 4 Monel metal washers, 1—48" extractor and a Dublinter linen ironer made by American. Cash deal. **ADDRESS, Box 651, STARCHROOM LAUNDRY JOURNAL.** -3

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54 x 216 **WHITLOCK EVERDUR TANK** WITH SUFFICIENT COILS TO FURNISH 6,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. **CUMMINGS-LANDAU Laundry Machinery Co.,** 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-36

## CARDING WIRE

**CARDING WIRE;** For curtain and blanket stretchers. **G. W. ROBINSON CO.,** 36 Pleasant Street, Watertown, Mass. 3940-38

## MACHINERY FOR SALE

Pantex shirt unit, air-driven, never used, big reduction in price. **D'Angelo & Ash, Inc.,** 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 613-4

**LIQUIDATION SALE of FINE LAUNDRY EQUIPMENT of the ST. LUKES HOSPITAL,** New York City. **ACT FAST FOR BARGAINS!** 42 x 84" American Cascade **MONEL WASHERS,** 2 pockets; 48 x 84" American Cascade **MONEL WASHERS,** 4 Y pockets; 48 x 36" American Cascade **MONEL WASHERS,** 1 pocket; 24 x 24" and 24 x 36" American Cascade **MONEL WASHERS;** American 54" **NOTRUX EXTRACTOR,** 3 sets of **MONEL CONTAINERS,** American 48" **MONEL OPEN-TOP EXTRACTORS,** 30" copper **STARCH EXTRACTOR;** American 8-roll 120" **FLATWORK IRONER,** American 4-roll 100" **FLATWORK IRONER;** all direct motor-driven, AC, 220 volt, 3 phase, 60 cycle. And a number of other items too numerous to mention in this issue. **WRITE, WIRE OR PHONE:** Sole liquidator: **WILLIAMS LAUNDRY MACHINERY CO.,** 37-37 9th St., Long Island City 1, New York, **STILLWELL 6-6666.** 662-4

54" American **NOTRUX EXTRACTOR,** equipped with 3 **SETS OF MONEL CONTAINERS,** in A1 condition, **PRICE \$2,750;** ALSO extra 54" **CONTAINERS** available. **ACT FAST! WILLIAMS LAUNDRY MACHINERY CO.,** 37-37 9th St., Long Island City 1, New York **STILLWELL 6-6666.** 663-4

American Cascade 42 x 84" **MONEL WASHER,** 2 pockets, 2 doors, motor-driven, **EXCELLENT CONDITION, VERY REASONABLY PRICED;** also 42 x 72" American Cascade **MONEL WASHER,** 4-pocket, slideout type, **COMPLETELY REBUILT, EXCELLENT BUY. WILLIAMS LAUNDRY MACHINERY CO.,** 37-37 9th St., Long Island City 1, New York, **STILLWELL 6-6666.** 664-4

One 44 x 84" fully seasoned American 3-pocket, long-leaf yellow pine wood cylinder. Never uncrated. Save \$100. **Quality Laundry Co.,** 2417 Lexington Ave., Toledo 6, Ohio. 665-4

48" **TROY HIGH-SPEED SUPER MERCURY EXTRACTOR** WITH **STAINLESS STEEL BASKET,** 44" **AMERICAN OPEN-TOP EXTRACTOR** WITH **MONEL BASKET** and **MONEL SHELL;** in **EXCELLENT MECHANICAL CONDITION,** **CUMMINGS-LANDAU Laundry Machinery Co.,** 305 Ten Eyck St., Brooklyn, 6, N. Y. 646-4

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## MACHINERY FOR SALE (Cont'd)

**130-INCH AMERICAN FLATWORK IRONER, ALMOST GOOD AS NEW, \$2,000. ALSO OTHER EQUIPMENT. COWDENS LAUNDRY, OKMULGEE, OKLA.** 645-4

**AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 647-4

**American 2-roll chest-type 100", also 120" FLATWORK IRONERS, return-to-the-operator type, EXCELLENT FOR SMALL LAUNDRY OR INSTITUTION, COMPLETELY REBUILT, GUARANTEED, PRICED RIGHT. WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th St., Long Island City 1, New York, Stillwell 6-6666.** 634-4

**4 Tumblers, Ellis Drier Company, 48 x 120" motor-driven with motor on top, three-pocket, three-door, late-type machine. Price reasonable. 3128 West Lake Street, Chicago 19, Illinois.** 9146-4

**TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6618-4

**WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 64". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6661-4

**30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6767-4

**IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation.** 9873-4

**48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4651-4

**ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.** 2240-4

**IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us.** 9001-4

**6-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6799-4

**AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEED. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.** 9318-4

**48 x 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 9368-4

**AMERICAN 6-ROLL 120" SYLON FLATWORK IRONER, WITH REEVES DRIVE. EQUAL TO NEW IN EVERY RESPECT. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 596-4

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**40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 590-4

**48" HOFFMAN EXTRACTORS WITH MONEL BASKETS, AUTOMATIC BRAKE RELEASE. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 599-4

**60" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER and STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 600-4

**UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9945-4

**42 x 42" AMERICAN 3-Y-COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN and WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE and MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9950-4

**For Sale: two 3-space National (National Marking Machine Co.) classifying conveyors, 42" wide. These conveyors purchased in September 1950 at an original price of \$2,400 each. Will make very reasonable proposition to any party interested in either of these conveyors. Cole's Laundry & Cleaners, 44 Fair St., S.E., Grand Rapids, Michigan.** 641-4

**STAINLESS-STEEL and WOOD LAUNDRY WASHERS, both new and rebuilt, direct from manufacturer to you at great savings. Pictures and literature on request. Horwath Laundry Machinery Mfg. Co., 1002 South 13th St., Omaha, Nebraska.** 170-4

**EWING STAINLESS STEEL WASHERS. NEW MACHINES. Size 30" x 30"—60 lbs. dry weight capacity, \$1,036; size 30" x 40"—80 lbs. dry weight capacity, \$1,116; size 30" x 50"—100 lbs. dry weight capacity, \$1,196. Ask for details. ROBERT EWING & SONS, INC. Builders of washers since 1905. Dept. SR, P. O. Box 454, Troy, N. Y.** 590-4

**40" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 480-4

**1—Double Asher ironer, 1—American Tiltor 4-girl shirt unit, 1—Huebsch handkerchief ironer, 1—National Cash Register, 1—Ames 75 K.W. engine generator, 3 Ph., 220 V, 60 cycle, with voltage regulator and all instruments in perfect condition, 1—45" x 36" Stack 5/16" thick, 4 years old, 1—General Electric motor, 1—Westinghouse motor R.P.M. 1750. All above machinery were very well maintained and all are in good operating condition. Please contact: Mr. David S. Borras at Royal Laundry Service, Inc., 700 South 15th Street, Newark 3, N. J. Essex 3-3400.** 534-4

**AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6766-4

**For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois.** 4661-4

**30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4753-4

**40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4755-4

**40" VIENSEN HIGH-SPEED and 40" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4855-4

**24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y.** 9725-4

**REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor READY FOR INSPECTION AND DELIVERY. Complete plants installed. IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y.** 4400-4

**HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 25" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6864-4

**Five 42 x 24" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6910-4

**CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR FINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9706-4

## MACHINERY FOR SALE (Cont'd)

**AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

**IMPERIAL LAUNDRY MACHINERY COMPANY.** 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30x48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit, Columbia synthetic unit. 9089-4

**FOR SALE: 1-50" AMERICAN NOTRUX** extractor with two sets containers, stainless-steel curb, 2-**AMERICAN NORWOOD 48 x 84" TWO-** pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.,** 3128 W. Lake St., Chicago 12, Ill. 511-4

**48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPENTOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

**3 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALITIES AS WELL AS COLORED WORK.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

Wood cylinders and shells, replacements; any size, with new brass hinges and stainless-steel trim, also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC.,** 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 188-4

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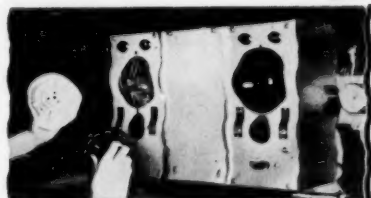
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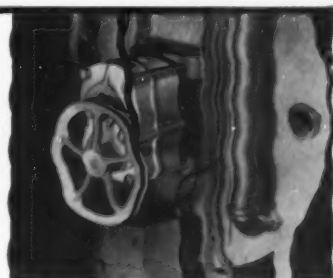
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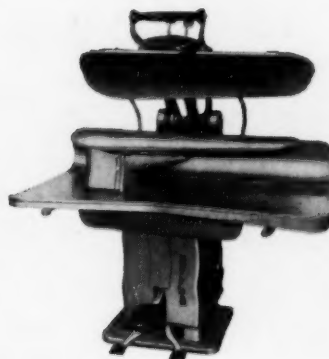
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